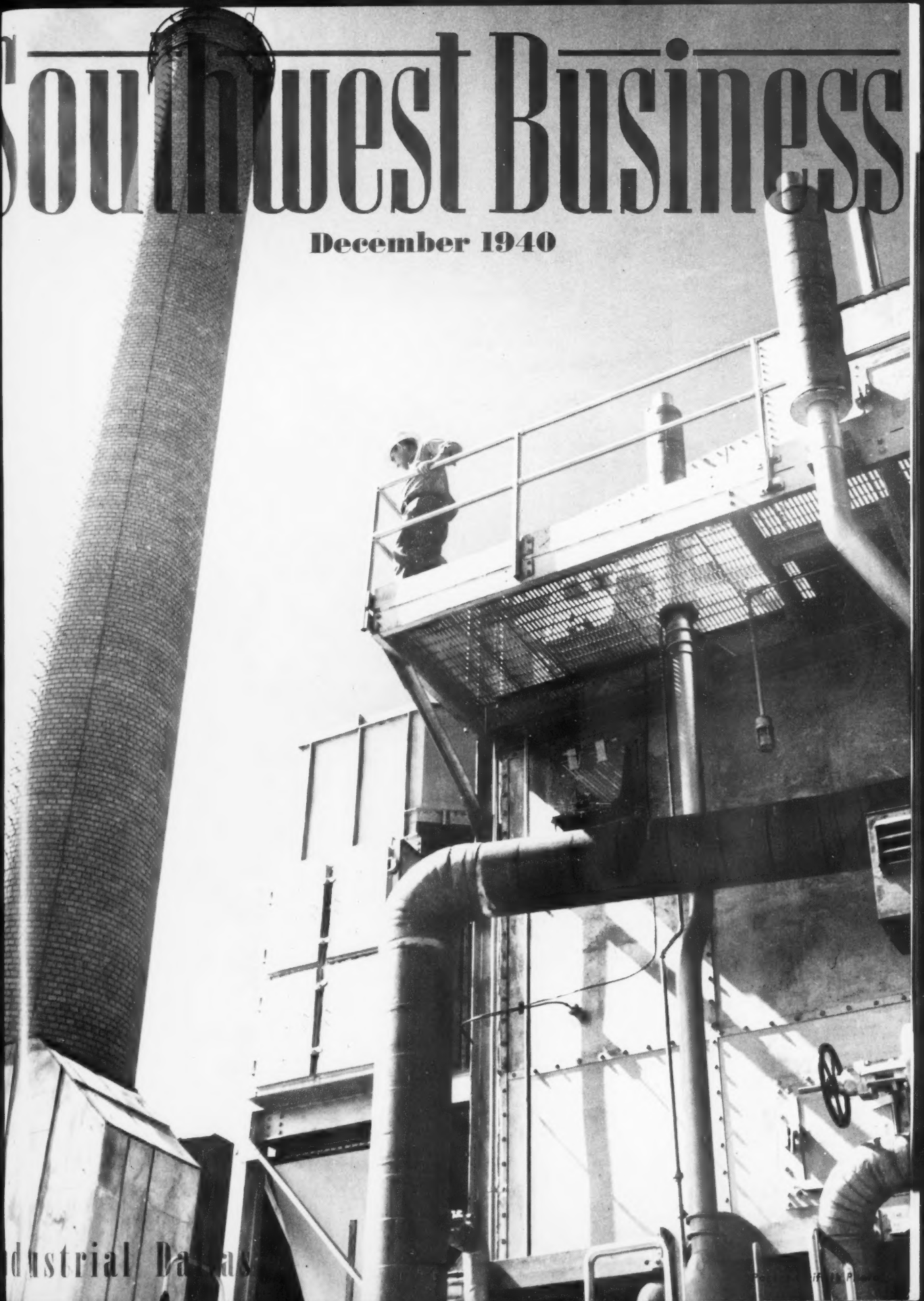



Southwest Business

December 1940



Industrial Dallas



Dallas Pioneers

**Years of Progress
INVITE
Greater Confidence**

Old firms like old friends have demonstrated their worth through years of plenty and lean years of hardship. The concerns listed on this page have an enviable record and are known as "old friends" by thousands of customers and people living in this section.

Established

- 1869 Padgett Bros. Company**
71 Years
Leather Goods—Wholesale and Retail
- 1869 The Schoellkopf Co.**
71 Years
Manufacturers and Wholesale Distributors
- 1872 Huey & Philp Hdwe. Co.**
68 Years
Wholesale Hardware
- 1872 Dallas Ry. & Term. Co.**
68 Years
Street Railways
- 1875 Dallas Trans. & Term. Warehouse Co.**
65 Years
Transfer
- 1875 First Nat'l Bk. in Dallas**
65 Years
Banking
- 1876 Charles Ott, Inc.**
64 Years
Safes, Locksmiths and Guns
- 1876 Trezevant & Cochran**
64 Years
Insurance General Agents
- 1876 Ed. C. Smith & Bro. Undertaking Co.**
64 Years
Funeral Directors
- 1877 Butler Brothers**
63 Years
National Distributors of General Merchandise
- 1884 Gibbard Inv. Co., Inc.**
56 Years
Real Estate Investments
- 1885 Mosher Steel Co.**
55 Years
Structural Reinforcing Steel and Machinery Repairs
- 1889 J. W. Lindsley & Co.**
51 Years
Real Estate, Insurance
- 1890 J. M. Coville & Son (Wm. C. (Bill) Henson, President)**
50 Years
Printing and Advertising
- 1893 Fleming & Sons, Inc.**
47 Years
Manufacturers—Paper and Paper Products
- 1893 Robert Nicholson Seed Co.**
47 Years

Established

- 1895 Fulton Bag & Cotton Mills**
45 Years
Burlap, Cotton Bags, Twine and Tarpaulins
- 1896 Briggs Weaver Machinery Co.**
44 Years
Industrial Machinery and Supplies
- 1898 Dallas Distilled Water Co. (Max Ahlfinger)**
42 Years
Water
- 1899 Dallas Plumb'g Co., Inc.**
41 Years
Plumbers
- 1900 John Deere Plow Co.**
40 Years
Agricultural Implements
- 1902 Cullum & Boren Co.**
38 Years
Sporting Goods
- 1903 Republic Insurance Co.**
37 Years
Writing Fire, Tornado, Allied Lines and Automobile Ins.
- 1904 Atlas Metal Works**
36 Years
Sheet Metal Manufacturers
- 1906 Dallas Title & G'ty Co.**
34 Years
Abstracts
- 1909 Hutchinson-Bonner & Burleson**
31 Years
Certified Public Accountants
- 1909 Ideal Laundry & Dry Cleaning Co.**
31 Years
Launderers and Cleaning
- 1910 Hedgecock Artificial Limb & Brace Mfg. Co.**
30 Years
Artificial Limbs
- 1911 Graham-Brown Shoe Co.**
29 Years
Manufacturing Wholesalers
- 1912 P. B. Seastrunk**
28 Years
Electrical Contractor
- 1914 Texas Employers Insurance Assn.**
26 Years
Workmens' Compensation Ins.
- 1919 Dallas Building & Loan Assn.**
21 Years



BIG NEWS FOR THE BIG JOBS

NO matter what your hauling needs, good news waits at your Ford Dealers in the great Ford line for '41!

Good news in *variety* that offers the *right* unit for your job. In the Ford line you choose from 3 different engine sizes... 6 wheelbases... 42 body styles!

And good news again in value for your dollar! Low Ford prices buy you lots of "high-price" truck features... while the Ford engine and parts exchange plan assures you that repair and upkeep costs will stay *down* along with gas and oil costs!

Whether you haul orchids or I-beams, see your dealer and arrange an on-the-job test *on your own job*... now!

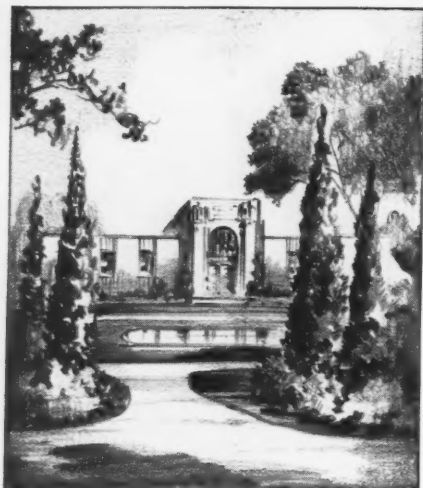
FORD TRUCKS AND COMMERCIAL CARS FOR 1941

Built in Texas
by Texas Workers



New This Year! 4-Cylinder Super-Economy Engine!

For 1941 FORD offers a new 4-CYLINDER SUPER-ECONOMY ENGINE. The new "4" is available in all commercial cars, 3/4-ton and 1-ton trucks. It is specifically designed to give extra-high economy on the type of light duty and multiple stop delivery service needed by bakeries, food shops, etc. If this is your need, here's a new money-saver you'll want to know!



The Dignity of Mausoleum Burial Should be the Right of All People

Today a new spirit in the world cries out that men are equals: that they should enjoy equal rights and privileges in life. What, then, is more natural than that the sacred method of burial should become their option at death? A democracy where men live as equals could

not long fail to provide for their having equal opportunity for dignified and beautiful laying to rest.

The modern mausoleum in America is patterned after such group shrines as Westminster Abbey. Such a mausoleum is Crown Hill.

Perpetual Care

The most important question confronting any crypt purchaser is: Will the building be maintained? The owners of Crown Hill Mausoleum contract with all purchasers that they will deposit in an irreducible trust fund (First National Bank in Dallas, Trustee) ten per cent of the sale price of all space sold. However, in the no event shall the amount deposited be less than \$15.00, or more than \$50.00 for each crypt interment right sold; the amount set aside for each niche interment right sold shall not be less than \$5.00 nor more \$50.00.

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Crown Hill Memorial Park

Lemmon Avenue At Northwest Highway

Sales Offices
Republic Bank Building
DALLAS, TEXAS

Telephone
7-3711

Southwest Business

VOLUME 19

NOVEMBER, 1940

NUMBER 11

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ANDREW DeSHONG, Editor

EARL Y. BATEMAN, Manager

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SOUTH'S PREMIER
**FOOTBALL
CLASSIC**

FORDHAM

VS.

TEXAS A & M

COTTON BOWL

NEW YEAR'S DAY

1:15 P.M.

Sponsored by

COTTON BOWL ATHLETIC
ASSOCIATION, INC.

HOTEL ADOLPHUS

DALLAS

Again we say - - for Christmas

SOMEONE on your gift list this year wants a fine picture of you more than anything else you can give. And since only you can give your photograph, such a remembrance will be a most personal and individual present.

We will be most happy to show you samples of our portraits in various price ranges to fit your gift budget. Our studio is conveniently located at Bryan and Harwood.

**PARKER ★
GRIFFITH**

FINE PHOTOGRAPHY

2007 BRYAN

TELEPHONE 7-3043



.....
It was with the greatest regret that the Trust
of my sons terminated with The First National Bank.

There are so many fine things of the past that
are slipping away from us these days. Seldom do
you find that high plane of The Old School in busi-
ness any more. We always felt that the First
National Bank kept this alive.

No one else, either in the execution of the
trust or in the personal treatment of these boys'
interests, could have been as courteous and effi-
cient in every way as you and your splendid bank
have been. . . . We treasure these things because
they are the finer things of life.

Instead of you writing your warm letter of
appreciation to my sons and to myself, there should
have been a letter of appreciation from us to you.
You will find the Hugheses always deeply apprecia-
tive of the privilege of having known and done
business with you and your bank. It is my keen
desire that before many months pass that my boys
can meet the officers of The First National Bank.
I tried to arrange a trip before the Trust was
terminated, to have the boys honored with this con-
tact. I shall endeavor to bring it about now that
the trust is closed, for I want the friendship
to go on.

With deepest appreciation of your letter and
your kind and thoughtful treatment, I remain,

Sincerely yours,

(Signed) Lafayette M. Hughes
Denver, Colorado

The William E. Hughes Trust was
the first trust account ever on our
books. Our administration lasted
nearly twenty-three years—
twelve years, or more, beyond
the average duration of kindred
trust accounts. . . . If you are
interested, our Trust Officers will
gladly discuss with you the work-
ings of such a trust.



FIRST NATIONAL BANK
IN DALLAS MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Industrial Growth Sets Record

A RECORD-BREAKING year of industrial growth was recorded by the Dallas Chamber of Commerce in *Progress*, its 1940 report which was presented at the Chamber's annual membership rally the night of December 3, in the Baker Hotel.

Among the major industrial developments which have contributed to making 1940 a record-breaking year in Dallas' progress were:

North American Aviation, Inc., selected Hensley Field, Dallas, as the site of a \$7,000,000 airplane factory, now under construction and scheduled for completion by April 1, 1941. It will have 1,150,000 square feet of floor space, air-conditioned, with fluorescent lighting; it will employ more than 12,000 workers; and from its assembly lines will roll a completed airplane every 45 minutes. In number of workers to be employed and total annual payroll, it will be the largest single industrial unit in the entire Southwest.

Procter & Gamble Manufacturing Co., which had operated an oil and shortening factory in Dallas since 1920, started construction of a \$1,000,000 soap factory adjoining its present plant on South Lamar Street. New jobs for more than 200 workers will be created when the new plant is completed in 1941.

Conro Manufacturing Co. was organized to establish a clothing factory in Dallas. It leased the second floor of the former Young Street postal substation, and within six months had more than 350 employees.

Manor Baking Co. was organized with \$500,000 capital stock, and built a large baking plant on Lemmon Avenue Road.

Standard Brands, Inc., purchased a four-acre site on Moxley Street, for a \$400,000 Fleischmann's yeast plant, on which construction will be started early in 1941.

Bowman and Co., a division of Standard Brands, Inc., opened an egg-breaking plant in the Santa Fe Building, giving employment to more than 100 workers.

Longhorn Roofing Products, Inc., established a large plant on Eagle Ford Road for the manufacture of asphalt shingles and other roofing products.

Southern Aircraft Corporation late in November awarded contracts for construction of the first unit of a new airplane factory near Garland, 20 miles from Dallas. Upon its completion, the firm will move from Houston to Dallas. Established in 1939, the company has designed and produced a new training plane for military service. It is now ready to go into full production. When it occupies its new plant early in 1941, it will give employment to more than 400 workers.

And Dallas' seven league strides of industrial progress were lengthened by important expansions of manufacturing enterprises already established here:

The Haggard Co., one of America's largest pants manufacturers, started construction of a new, \$500,000 factory.

Ford Motor Co. spent \$350,000 on an

addition to its Dallas assembly plant greatly increasing its capacity.

Willard Storage Battery Co., which built its \$350,000 Dallas plant in 1937 and thought it would be adequate for at least ten years, spent \$75,000 to expand its facilities 25 percent, and to build the Southwest's first oxide mill.

Jones-Blair Paint Co. began construction of a new factory.

Progress made the following comment upon the significance of Dallas' 1940 industrial developments:

New industrial payrolls created for Dallas in 1940 through the work of the Chamber of Commerce will virtually double the city's total industrial payrolls prior to 1940.

This phenomenal, 100 per cent increase is only one phase of Dallas' record-breaking progress.

During the first ten months of 1940 Dallas acquired a total of 1,024 new business enterprises, a figure that assures establishment of a new, all-time record when totals for the last two months of the year are available. By classifications, Dallas' new firms are divided as follows:

Manufacturing plants . . .	113
Wholesalers-distributors . .	181
Retail establishments . . .	393
Oil companies	49
Miscellaneous	308

Ninety-three of the new firms locating in Dallas during the first ten months of 1940 are branches of national concerns, serving the Southwest from Dallas.

Normal in most respects was Dallas' 1940 growth in non-manufacturing lines. The number of new wholesale establishments, retail stores, oil companies and insurance companies was approximately the same as in recent years. The unprecedented development which brought Dallas its great 1940 progress was in manufacturing.

Approximately 14,150 persons will find employment in the 113 new manufacturing enterprises brought to Dallas in the first ten months of 1940. The \$7,000,000 airplane factory which North American Aviation, Inc., of Texas is building at Dallas will give employment to approximately 12,000 persons when it reaches peak production in 1941. In addition, other new manufacturing enterprises acquired by Dallas this year

(Continued on Page 8)



October Brings 97 New Firms

By CLYDE V. WALLIS

NINETY-SEVEN new firms located in Dallas during October, including seven manufacturing plants, fourteen wholesale concerns, forty-five retailers, four oil companies, and twenty-seven classified as miscellaneous. In the list were twelve branches of national concerns.

Among the more important new firms for the month were the following:

Manufacturers

Apex Excelsior Company, Inc., 2613 Latimer Street. Excelsior manufacturers.

Cedar Springs Mattress Company, 2521 Cedar Springs. Bedding manufacturers.

Fahrbach Chemical Company, 1713½ Young Street. Manufacturing chemists.

Jack Horn Blue Print Company, 1611 Jackson Street. Blue prints and photo-stats.

North American Aviation, Inc., of Texas, 3221 Commerce Street. Airplanes. (Temporary plant for training purposes while main plant is under construction.)

Original Hat Works, 1420½ Wood Street. Millinery.

Wholesalers

American Car & Foundry Motors Company, Field and Young Streets. Gasoline buses, engines, parts, etc. Home office, New York, N. Y.

T. O. Anderson Produce Company, 504 South Pearl Street. Wholesale produce.

Ted R. Berger, 207 Wholesale Merchants Building. Manufacturers' agent.

Colonial Candle Company of Cape Cod, 411 Southland Life Annex. Candles. Home office, Hyannis, Mass.

Consolidated Trimming Corporation, 602 Santa Fe Building. Metal gallons, etc. Home office, New York, N. Y.

Dortch Stove Works, Inc., Second Unit, Santa Fe Building. Stoves and ranges. Home office, Franklin, Tenn.

Housman Brothers Beauty Supply Company, 2624 Logan Street. Beauty parlor supplies.

Lone Star Meat Company, 1917 North Houston Street. Wholesale meats.

Market Distributing Company, 209 Produce Exchange. Wholesale produce.

McMurray Metals Company, 3307 Commerce Street. Brass goods.

Nortex Sales Company, 1015 Corinth Street. Food brokers.

O'Keefe & Merritt Dallas Company, 2120 Jackson Street. Gas appliances. Home office, Los Angeles, Calif.

Skill Games Company, 602 North St. Paul Street. Games, gifts and sporting goods.

Texas Coin Machine Company, 2825 Ross Avenue. Coin-operated phonographs.

Petroleum

Electrical Treating Company, 804 Continental Building. Organized by Charles R. Rider, Gilbert E. Peterson, and others.

McClanahan & Venable, 901 Continental Building. Oil producers and drilling contractors. Headquarters moved from Tyler, Texas.

Alex McCutchin Drilling & Producing Company, 1106 Continental Building. Oil producers and drilling contractors. Headquarters moved from Tyler, Texas.

Potter Bros. Production Company, Continental Building. Producers, pipe line operators, drilling contractors. Headquarters moved from Kilgore, Texas.

Miscellaneous

Walter W. Ahlschlager, 1003 Southland Life Building. Architect.

American Lawyers Insurance Service, Liberty Bank Building. D. T. Mason, president; Joseph F. Leopold, secretary and manager. Headquarters moved from Los Angeles, Calif.

Charis Bros. Insurance & Real Estate Agency, 1303 Liberty Bank Building. General insurance.

Comet Motor Freight Lines, 2107 North Akard Street. Truck line.

Phil Isley Theatres, Inc., 3021½ South Harwood Street. Theater operators.

Marshall Construction Company, Inc., 1314 Liberty Bank Building. General contractors.

National Transits, Inc., 1303 Dallas National Bank Building. Street car and bus advertising. Home office, Chicago, Ill.

National Van Lines, 316 North Preston Street. Long-distance moving.

Potomac Insurance Company, 1822 Republic Bank Building. Fire insurance. Home office, Washington, D. C.

Southwest Aeronautical Institute, 2201 Commerce Street. Trade school.

Tex Art Company, 2114 Main Street. Decoration contractors.

L. L. Tucker Motor Lines, 1301 Camp Street. Truck line.

Universal Electric Construction Company of Alabama, Inc., Guardian Life Building, J. M. Pernollet, Texas manager. Electrical contracting. Home office, Guntersville, Ala.

Waggoner's, Inc., 633 West Davis Street. Laundry and dry cleaning.

Industrial Growth

(Continued from Page 7)

have created some 1,375 jobs. Six additional manufacturing plants, not yet in operation and in several instances not yet under construction but definitely assured, will provide employment for an additional 775 persons. Thus, the new plants secured this year will ultimately give employment to some 2,150 persons, exclusive of the 12,000 who will find employment in North American Aviation's airplane factory.

These figures relate only to manufacturing enterprises, and do not include the large number of persons employed by wholesale houses, insurance companies, retail concerns, sales and distributing branches of national concerns, and various other businesses located in Dallas during the year.

Importance of the new industries which lead Dallas' 1940 march of progress may be seen by the application of a formula recently developed by the Chamber of Commerce of the United States. The national Chamber of Commerce made an analysis of a hypothetical community built around a factory employing 150 men. The analysis showed that an industry employing 150 men creates an annual factory payroll of \$180,000, provides direct support for 600 persons, provides indirect and direct support for a total population of 1,650 persons, requires 33 new retail stores to serve this population, creates the need for a 22-room school house, and provides opportunity for twenty-four professional men.

If the same ratios are applied to the new manufacturing enterprises brought to Dallas in 1940, which will give employment to more than 14,000 persons, the following forecast of Dallas' growth

(Continued on Page 15)

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DALLAS' 1940 PROGRESS: These are a few of the year's major developments. 1. Southwest Airmotive, Inc., begins expansion program. 2. Love Field's \$250,000 terminal is opened. 3. Techincal High School gets new shops. 4. The Haggar Co. builds a \$500,000 pants factory. 5. The \$500,000 Manor Baking Co. builds this impressive plant. 6 and 7. Dallas builds more than 4,000 new homes, big and little. 8. Procter & Gamble Co. begins work on a \$1,000,000 soap factory. 9. Dallas Aviation School grows rapidly as an Air Corps primary training center. 10. Longhorn Roofing Products, Inc., is established. 12. Ford Motor Co. spends \$350,000 on expansion. 13. Otis Pressure Control, Inc., builds this new plant. 14. Conro Manufacturing Co. establishes a major clothing factory in Dallas, with more than 350 employees. (Parker Griffith Photos).

Transportation Hub of the Southwest

Part VIII of a New History of Dallas, Prepared by Workers
of the Writers' Project, WPA of Texas

ON May 28, 1838, the Texas Congress passed an act providing for a military road from Austin to the Red River that would cross the Trinity River "at or near its three forks." This act may have determined the position of Dallas, since it was at this juncture of river and highroad that John Neely Bryan opened his trading post. Ever since that time transportation has been of paramount importance in the development of Dallas, and though river service has remained a tantalizing will-o'-the-wisp always just beyond reach, the city has, in the course of time, become a junction for every other type of transportation as it developed. From it radiate railroads, motor highways and air lines providing direct connection with Mexico, the West Coast, and the urban centers of the North and East.

Dallas' transportation history may be divided into four periods on the basis of the predominant type of transportation during each, with the attempts at navigation on the Trinity in an unfinished chapter extending from the early 1840's to the present. The first period in Dallas' history was one of travel by pony and ox team over trackless prairies and later by wagon train and stagecoach over poor dirt roads. Then came the period when the railroads were all-important and the importance of a city was gauged by the number of railroads coming to it. Finally, in the twentieth century has come the era of motor and air traffic, with buses and trucks challenging the railroad trains on economy and convenience, and airliners surpassing both in speed. Dallas has enthusiastically welcomed each of these new means of transportation and utilized them to the maximum.

Bryan came on a pony to what was to be Dallas, and many of the settlers who immediately followed him came on horseback or even afoot. John C. McCoy, who arrived in 1845, spoke of "navigating the Trinity on foot" from Houston, and as late as 1855 the majority of the La Reunion colonists toiled northward in their wooden shoes from the Gulf Coast 300 miles away. John Beeman and his family, who arrived in April, 1842, were the first settlers to come in one of the covered wagons of the western frontier. These wagons,

drawn by slow-moving oxen, were hand-made vehicles with wooden axles and iron spindles upon which the wheels were held by linch-pins, with an indispensable bucket of tar for lubrication hung on the coupling-pole just behind the rear axle. The tops were made of wooden hoops over which sheets of canvas were spread. On the road travelers lived in the wagon, and in camp spread the wagon sheets for shelter tents.

The first wagons made their way across the open prairies, following Indian and buffalo trails when possible, and fording rivers and streams as they came to them. In them were transported the settlers' tools, utensils, food, feed-stuffs, and what household goods they possessed. The women and children rode inside; the men walked beside the ox-teams, guiding and goading them forward, or scouted ahead on horseback.

What early wagon travel was like can be gathered from the journal of John B. Billingsley, who arrived with his father, Samuel Billingsley, at the two-cabin village of Dallas in November, 1842, and eventually settled on Red Oak Creek in what is now Ellis County. Samuel Billingsley, his four brothers, and their families had left Missouri about September 1, 1841, were held up all winter on the north bank of the Red River, and when they attempted to ford the still swollen stream in June, 1842, had lost a large part of their household goods. They finally made the crossing with the aid of a log raft and ropes of buffalo hide, and had to go into camp until October for necessary repairs. The remainder of the trip to Dallas consumed another month. After they had shivered under their wagon sheets all winter near Bryan's settlement on the Trinity, they had him ferry them across the river in the late spring, but were three days reaching high ground, the bottoms being so muddy that the wagons had to be dragged through one at a time with eight yoke of oxen.

A survey of the military road from Austin to the mouth of the Kiamichi on the Red River had been completed by Col. W. G. Cooke in the autumn of 1840, the same year that Bryan made his original scouting trip to the Trinity. The southern leg of this road was opened in 1843, and this same year "citizens at or

near the three forks of the Trinity" petitioned for the completion of the northern leg. The latter, known as the Texas Central National Highway, was authorized on February 5, 1844, and opened in 1845, connecting Dallas and the Red River. It was not a very ambitious piece of road building, however, one of the specifications being merely that no stumps more than a foot high should be left standing in the roadbed.

In the meantime another road to Preston on the Red River had been opened up. Fort Worth and points west could be reached by crossing the river by ferry, and then proceeding through Hord's Ridge, now Oak Cliff. Later, in 1855, improved communication to the west was established by the construction of a wooden toll bridge across the Trinity about where the Commerce Street Viaduct now is, by Alexander Cockrell and the Dallas Bridge and Causeway Company.

In the early days, present Elm Street continued east as the road to Kaufman, and there was another road to Houston, over which most of the town's merchandise was hauled. Regular wagon freight lines were established in the early 1850's and in good summer weather the trip could be made in four weeks, about the same time needed to haul goods from Shreveport. The average load was around 6,000 pounds and required five or six yoke of oxen, with freight rates ranging from \$3.00 to \$6.00 a hundred pounds.

Passenger travel was even more difficult than the movement of freight. Until 1856, when the first stage line entered Dallas, people still had to travel largely on horseback. By 1858 several stage companies with short lines had made Dallas a terminus or breaking point, and by the following year four of the thirty-one major stage lines in Texas had entered the town. By stage one could reach Fort Belknap, traveling by way of Fort Worth and Weatherford, in three days, and the trip to Marshall or to Palestine by way of Kaufman and Athens could be made in the same time. It required a week to reach Austin, the State capital. At Sherman or Fort Belknap it was possible to transfer to the famed Butterfield stages running from San Francisco to St. Louis, and to through stages run-



Yesterday's Dallas marveled at the progress in transportation, when Harry Weddington brought this plane to Dallas in 1910 and flew it in a cow pasture on Gaston Avenue. (Photo courtesy G. A. McGalin).

ning between St. Louis and San Antonio through Little Rock. The average stage fare before the Civil War was fifteen cents a mile, with payment demanded in "hard money." After the war fares were generally reduced to ten cents a mile.

Great numbers of people bound for the West poured through Dallas in the late 1860's, and there was an even heavier movement of goods, but until 1872 the rapidly growing town was still dependent on stagecoach and wagon train. The coming of the Houston and Texas Central Railroad climaxed long efforts extending over a quarter century. The ambitious little village on the Trinity began to look hopefully southward as early as 1848, when the Galveston and Red River Railroad, later renamed the Houston and Texas Central, was incorporated. Many delays, however, occurred in its construction, and at the outbreak of the Civil War it had been built only as far north as Millican, about 80 miles from Houston. At the end of the war the railroad company was in such condition financially that its franchise and property were sold at sheriff's auction; but under the Texas law of 1865, granting 16 sections of free land for every mile of railroad constructed, operations were resumed.

Finally, on July 16, 1872, a little wood-burning locomotive drawing a string of box cars and one wooden passenger coach chugged into Dallas. A crowd of 5,000 was on hand to cheer its arrival at the small frame station a mile east of town on what is now Central Avenue, and the event was celebrated

with a mammoth barbecue at which John Henry Brown was chief orator and master of ceremonies, and the aging founder of Dallas, John Neely Bryan, sat on the speakers' platform. It was now possible to ship freight to Houston at half what it formerly cost and passenger transportation was available at five cents a mile.

The second railroad was brought to the city by an ingenious legislative ruse in 1873. The Texas and Pacific Railroad was building westward from Shreveport and had been rerouted to extend due west through Tyler to the Brazos River, which would have made it miss Dallas by eight miles. John W. Lane, who represented Dallas in the legislature, introduced a bill stipulating that the road should pass within one mile of Browder Springs, without mentioning the fact that these springs, in the present Sullivan Park, were almost within the Dallas city limits. Thus the Texas and Pacific Railroad was brought into Dallas, its tracks running through the center of the town down Pacific Avenue. Their position was a source of satisfaction at the time, but as the city grew in size became a serious nuisance and traffic hazard.

These two railroads gave Dallas connections with the South and East, and later with the North and West, the Houston and Texas Central being extended to Denison to meet the Missouri, Kansas and Texas Railroad, and the Texas and Pacific being extended first to Fort Worth and then to El Paso, where it connected with the Southern Pacific Lines

to California. A locally financed road, the Dallas and Wichita Railroad, projected in 1871, failed disastrously. Originally intended to extend from Dallas to El Paso along the Red River, it bogged down in the bottoms between Dallas and Denton after some eighteen miles of track had been laid. "The Dallas and Which-away," as Sam Bass, the notorious train robber of the 1870's, called it, was finally taken over by the Gould interests and completed to Denton, becoming the Dallas-Wichita Falls Division of the Missouri, Kansas and Texas. Two other railroads started from Dallas in 1880 were also unsuccessful. The Dallas and Cleburne was absorbed after two years by the Gulf, Colorado and Santa Fe, and the Texas Trunk Railroad to Kaufman was sold after three years by order of the Federal Court to satisfy eastern bondholders, later merging with the Sabine and East Texas Railroad to form the Texas and New Orleans Railroad.

By 1885 Dallas had five railroad lines with passenger and freight traffic steadily increasing. The alien land law of 1886 making it possible to bring suit against a railroad for any land given to it under previous enactments greatly retarded railroad building all over Texas, and no other line reached Dallas until 1898, when the St. Louis and Southwestern Railroad (Cotton Belt) entered over the Santa Fe tracks from Paris. Determined efforts of Dallas citizens, backed by cash inducements, brought two more railroads into the city within the next

(Continued on Page 28)

Cotton Bowl Gets Headline Game

TWO of America's best and most colorful football teams—the Aggies of Texas A. & M. and the Rams of Fordham University—will meet in Dallas' Cotton Bowl January 1 in the first Southwest Conference-sponsored New Year's Day Classic.

An early sell-out of the 45,507 seats

in the Cotton Bowl is expected, and the Southwest's dream of a New Year's Day "bowl" game of the first magnitude now seems assured.

Dan D. Rogers, Dallas banker and president of the Cotton Bowl Association, announced Fordham's acceptance of the Cotton Bowl's invitation immedi-

ately upon conclusion of the Rams' highly successful season. Announcement of the Aggies' acceptance was delayed a week—the Southwest Conference waiting until after the S.M.U.-Rice game, the winner of which was assured of co-championship with the Aggies, before polling its members to designate the host team.

"This game between A. & M. and Fordham assures the conference-sponsored Cotton Bowl an auspicious start," Mr. Rogers declared.

"Under sponsorship of the conference, A. & M. and Fordham will each receive 42½ percent of the gross gate receipts. The remaining 15 percent will go for rental on the stadium. Incidental expenses of staging the game will be borne from sale of radio rights, programs, concessions, etc."

The Cotton Bowl game is expected to become an integral part of Dallas' schedule of big, special events for its 1941 hundredth birthday celebration.

Some one hundred-odd sports writers from New York and other cities of the East are expected to accompany the Fordham team to Dallas. Because Fordham is an outstanding team which has been consistently in the spotlight of national football interest, it is expected to attract supporters from many sections of the country to Dallas. And because A. & M.'s Aggies are considered one of the nation's outstanding 1940 teams—despite their one defeat—the Cotton Bowl is expected to share equally with other bowl games in the attention and interest of sports fans throughout America.

The Aggies won nineteen consecutive victories before they were halted November 28, by a tradition-inspired Texas University eleven. Texas University's 7-0 victory over the Aggies was a major upset of the 1940 football season. A. & M.'s glory was undimmed by the one defeat, because Texas' Longhorns had played "over their heads" to preserve a tradition that no Aggie team can win in Texas' Memorial Stadium.

Fordham's Rams have also lost only one game in their 1940 season—a 9-6 upset by St. Mary's Gaels.

Both Fordham and A. & M. declined

(Continued on Page 35)



Cotton Bowl opponents: Above is the starting lineup of Texas A. & M.'s mighty Aggies—the eleven men in the customary starting lineups of the 1940 season, men who played 60 minutes of virtually every game on the Aggies' schedule. The line, left to right, is composed of Bill Buchanan, Chip Routt, Charlie Henke, Tommie Vaughn, Marshall Robnett, Ernie Pannell and Bill Sterling. In the backfield, left to right, are Bill Conaster, John Kimbrough, Marion Pugh and Jim Thomason. Kimbrough and Robnett are All-American selections. Below are the Fordham Rams, visiting team in the first Southwest Conference-sponsored Cotton Bowl game. Across the line, left to right, are Jim Lansing, Joe Ungerer, Larry Sartori, Lou Defilippo, Tom Bennett, John Kuzman and Vince Pennery. The backs, left to right, are Jim Blumenstock, Jim Noble, Steve Filipowicz and Len Eshmont.





Main building—one of six—at North American Aviation's new Dallas plant

WE ARE PROUD to have been the successful bidder on the structural steel contract for the Hensley Field airplane factory of North American Aviation, Inc., of Texas. Under the impelling need of the national defense program, Muskogee Iron Works is moving rapidly to fill this order—one of the largest orders for structural steel ever placed in the Southwest—in record time. Within a relatively short time, the steel framework for the finest airplane factory ever built anywhere will begin to go up on the site for North American's plant. Muskogee Iron Works congratulates Dallas upon obtaining this important manufacturing plant—which will be the largest single industry in the Southwest, and one of the most desirable industries any city could have; and it congratulates North American Aviation, Inc., upon the start of a new chapter in the brilliant history of the American aviation industry.

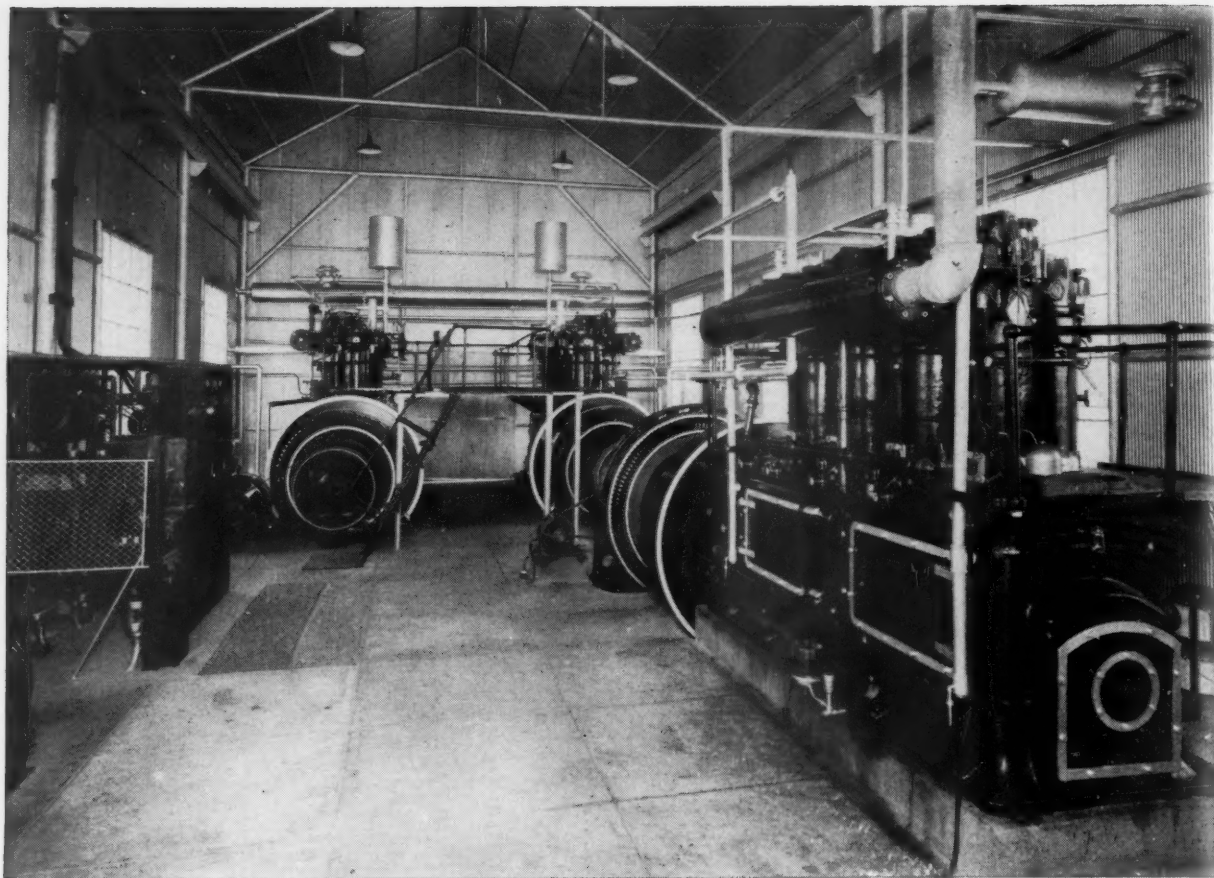
★ Muskogee Iron Works, Inc., with general offices and plant in Muskogee, Oklahoma, has been one of the thriving industries of the great Southwest for more than a quarter of a century. They are designers, fabricators and erectors of structural steel, steel derricks and oil field equipment. It is proud of its identification with Dallas, and of its membership in the Dallas Chamber of Commerce.

MUSKOGEE IRON WORKS, INC.

Muskogee, Oklahoma

Dallas Office: Republic Bank Building

Dallas, Texas



Potent

IN MAINTAINING GOOD SERVICE

There are over 4,000 industries in Texas depending today on natural gas service for fuel and power. These are industries which enjoy a high standard of fuel service. Potent in the maintenance of this high standard is the investment in plants, equipment and gas reserves which Texas Gas Companies have made. It amounts to over \$750,000,000 and works out to around \$40,000 for every man employed in the gas utility business in Texas. Here's the way this investment compares with other industries:

- Railroad Industry, \$24,000 per employee.
- Steel Industry, \$7,000 per employee.
- Automobile Industry, \$3,000 per employee.

Thus with the average employee in the Texas Natural Gas Industry having behind him this tremendous investment, Texas industries are assured of a dependable natural gas service for their fuel and power needs. This is vital when many of these industries are tuning-up to work on defense contracts.

Lone Star Gas Company pioneered in the development of natural gas service in Texas. Its Industrial Engineers stand ready to advise and assist, without charge, any manufacturer in his fuel and power problems.



L O N E S T A R G A S C O M P A N Y
PRODUCING AND DISTRIBUTING NATURAL GAS FOR FACTORY, BUSINESS AND THE HOME

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Industrial Growth

(Continued from Page 8)

and progress in the immediate future is obtained:

A new \$16,800,000 factory payroll will be added to Dallas' other payrolls, practically doubling the city's factory payroll prior to 1940.

Fifty thousand persons, including the 14,000 factory workers and their families, will receive direct support from the new jobs created.

Dallas' population will be ultimately increased by 154,000 persons, including both those receiving direct and indirect support from the new jobs.

Dallas' retail stores will expand to take care of a larger population—the equivalent of 3,080 new retail establishments.

A new market for the sale of 29,200 automobiles annually will be created.

A need for new school buildings with a total of 1,980 rooms will be created.

Dallas' new population will require the services of 1,306 professional men.

A new market will be opened which will consume the farm products of 469,000 acres.

Forty-seven million dollars annually will be added to Dallas' yearly total retail sales.

These are hypothetical figures, of course, based on studies of a number of typical industrial communities. If they contribute only one-half of the indicated totals to Dallas' growth in population and buying power, they will, when all these plants are in full operation, make Dallas the unquestioned leader in the Southwest—in population, in industrial payrolls, in value of manufactured products, in annual retail sales, and in annual spendable income.

Gasoline Tax Revenue Nears All-Time High

Expansion of automobile ownership, greater use of motor vehicles by the average owner, and the recent 50 per cent increase in the federal gasoline tax will combine to push gasoline-tax collections in the United States to an all-time high of \$1,162,000,000 by the end of the year, according to Baird H. Markham, director of the American Petroleum Industries Committee.

Motor Bus Taxes Up

Taxes on motor buses have increased greatly since 1929. The average total of special and general taxes in 1939 amounted to \$955.38 per bus, as compared to \$673.86 in 1929.

LUGGAGE and LEATHER NOVELTIES

Gifts
that give
many years
of Service
and Pleasure



Is there someone you want to remember in a very special way this Christmas—a good prospect or customer, the boss or a business associate, a friend or relative, or maybe your wife or secretary? Then, give that someone LUGGAGE—the gift that will be used and remembered after other gifts are gone and forgotten.

On the other hand, if you are looking for less expensive gifts for a number of friends or customers, we have leather novelties and other gift items, priced from one dollar up. Special discounts on quantity purchases. You'll find a large selection of useful, practical gifts at...

FOR HIM

Streamlined Gladstone, Hanger Case, Traveling Bag, Fitted Case, Brief Case, Golf Bag and Clubs, RCA Table Radio, Desk Thermos Set, Billfold, Dressing Set, Humidor, Pipe Holder, Motor Robe.

FOR HER

Matched Luggage Ensemble, Wardrobe Trunk or Case, Fitted or Unfitted Overnight Case, Hat and Shoe Box, Make-up Box, Book Ends, Desk Writing Set, Jewel Box, Handbag.



Padgitt Bros.

1020 COMMERCE STREET

DALLAS

"Fine Leather Goods Since 1869"

FILE FOLDERS

Plain or Printed

ENVELOPES

Manufactured by

HESSE

Envelope Company

DALLAS, TEXAS

FROM FACTORY TO CONSUMER

SINCE 1906

"Coats off to the FUTURE!"

"HATS off to the past; coats off to the future."

With this challenge from Dr. George W. Truett, the people of Dallas closed the 1940 annual membership rally of the Dallas Chamber of Commerce. The meeting celebrated a year of record progress for Dallas, and launched Dallas' observance of its 1941 hundredth birthday. Dallas editorial writers were unanimous in describing it as one of the greatest civic rallies Dallas has ever held.

Seven new directors of the Chamber of Commerce were elected December 3, the day of the meeting, in a mail ballot of the membership. They were introduced to the audience at the meeting that night. And on the following Friday, December 6, they took their seats as members of the board and joined with the fourteen holdover directors in a pledge to work for fullest realization of Dallas' new opportunities.

The new directors are Roland Baird, president of Mrs. Baird's Bread Co.; F. O. Burns, division manager of Safeway Stores; W. D. Felder, Jr., cotton merchant; Jake L. Hamon, independent oil operator; D. A. Hulcy, president of the Lone Star Gas Co.; Jack Pew, executive of the Sun Oil Co.; and E. P. Simmons, president of Sanger Bros., Inc. They succeed Nathan Adams, Karl Hobilitzelle, D. A. Little, A. M. Matson, B. F. McLain, John E. Owens, and Ernest R. Tennant.

The December 3, annual membership rally of the Chamber of Commerce, was attended by an overflow audience of nearly 1,300 men and women. B. F. McLain, chairman of the arrangements committee, presided as toastmaster. He pointed to the two highly successful administrations of J. B. Adoue, Jr., as president of the Chamber of Commerce. Mr. Adoue, briefly outlining the year's work, paid tribute to the unselfish cooperation of the Chamber's members, and to the work of the Chamber's staff. E. P. Simmons, chairman of the budget and finance committee, declared that the Chamber "is now getting out of the debt-paying era and is preparing itself to direct all its resources to the forward surge of Dallas."

In a twenty-five-minute sound movie which the Chamber of Commerce had

made for the occasion, Dallas' growth was depicted from frontier days through the turbulent 1930's. Then, in climatic fashion, the movie brought to the audience the great developments of 1940—industrial, cultural, civic.

Huber Drumwright, Jr., sixteen-year-old North Dallas High School student, proposed a toast to Dallas' past:

"To yesterday's Builders of Dallas: May we be proud of our heritage and its full meaning. May we treasure the Dallas Spirit, brought to us in this thrilling cavalcade out of the past. May we fan it into fresh flames of achievement. May we never allow it to know defeat. May we, the people of Dallas, continue to dream great dreams for Dallas, and may we have the ability and courage to make them come true. And above all else, may we keep faith with the men and women who, only yesterday, made Today's Dallas possible. To the past!"

Dr. Truett, who has held the pulpit of the First Baptist Church in Dallas for fifty-two years, who is past president of the World Baptist Alliance, and who uses "I am a citizen of no mean city" as one of his favorite quotations, responded with a toast to the future.

The inspirational climax to the meeting, Dr. Truett's toast closed with the quotation: "Hats off to the past; coats off to the future."

"No more enthusiastic meeting could possibly have swung the city on into its second century," the *Dallas News* declared in an editorial.

"Dallas should feel an everlasting pride in its Chamber," declared the *Dallas Journal* in another editorial.

The *Journal's* editorial:

"Hats off to the past; coats off to the future!"

"This phrase has almost become a slogan for Dallas since it was uttered by Dr. George W. Truett at the annual Chamber of Commerce report dinner.

"People attended the dinner expecting to have the usual meal and hear the usual speeches, but they left with the air of a first night audience emerging from a theatre after seeing a smash hit.

"Surprise of the evening was a motion picture which depicted the first 100 years of Dallas. From the first cabin on the banks of the Trinity to the present downtown canyons formed by towering buildings, the picture moved. And

each scene showed a better Dallas—a bigger Dallas.

"The story of Dallas as an industrial center unfolded on the screen. The audience saw plants worth millions being erected, saw sites for others to come.

"To the Chamber of Commerce goes the majority of credit for getting these factories. To it should go the thanks for the payrolls and jobs they will bring.

"Dallas should feel an everlasting pride in its chamber. Businesses that the city never dreamed of have been brought here by the chamber's executives who caught trains or planes, sped to see officials in Washington, California, New York and other centers and sold the advantages of the city.

"With men like J. B. Adoue, Jr., Ben Critz, C. J. Crampton, B. F. McLain and E. P. Simmons at the helm, the chamber will do even greater things and Dallas will be even greater.

"Hats off to the past; coats off to the future!"

And in its editorial, the *Dallas News* declared:

"In the exceptionally ably done motion picture of Dallas, 1841-1940, which headlined the program of the annual meeting, the Dallas Chamber of Commerce saw epitomized the first hundred years of our civic story. No more enthusiastic meeting could possibly have swung the city on into its second century.

"Dr. George W. Truett and young Mr. Huber Drumwright both noted that the fuel which stokes Dallas progress is that indefinable something known as Dallas spirit. Now that spirit is not only enthusiasm. Always we have enough of that. The other ingredients are determination, foresight, give-and-take in the general interest, the will to rise above petty rights if these restrict the general good. And not at all periods of the city's history have all been present. So as Dallas moved forward from 1841 to 1940, sometimes it was with rapid speed when machine work was perfect, sometimes with lagging pace as a cylinder missed in the mechanism.

"The past is a record. The future is what must be faced. Surely now we know what it takes to make it great. If

(Continued on Page 26)

THE WHITE HOUSE
WASHINGTON

November 20, 1940

NATIONAL ASSOCIATION
MANUFACTURERS
14 WEST 40TH STREET
NEW YORK, N. Y.

H. W. PRENTIS, JR.
President

November 29, 1940

AIRMAIL - SPECIAL DELIVERY

Mr. J. Ben Critz
Vice-President and General Manager
Dallas Chamber of Commerce
Dallas, Texas

Dear Mr. Critz:

To the citizens of Dallas, Texas, I take great pleasure in extending the congratulations of the National Association of Manufacturers. You may well feel proud of your city's hundred years of progress.

Your city typifies the contribution of American industry to our country's growth, for you have successfully translated the pioneering spirit of those who founded the State of Texas into modern-day leadership in manufacturing, business, and cultural and educational improvement.

Most important of all, to my way of thinking, is the fact that your city has always been and will continue to be a stronghold of the American traditions of free government, individual liberty and economic independence.

Yours sincerely,

Franklin D. Roosevelt
President

JAMES S. KEMPER
President

CHAMBER OF COMMERCE OF THE UNITED STATES
A National Federation of American Business Organizations
WASHINGTON



November 29, 1940.

Dear Mr. Adoue:

On the occasion of the celebration of the Hundredth Anniversary of the founding of Dallas, I would like to join the many friends of your great city in extending congratulations.

The history of Dallas epitomizes, in a sense, the history and growth of our country under freedom of enterprise. One hundred years ago you were a small town on the banks of the Trinity - today you are a thriving metropolis, center of trade, industry, and agriculture, and the home of culture. Such is Dallas - and the history of its progress, telling over again the lesson of America is an inspiration and challenge to the future.

With every good wish, I am

Cordially,

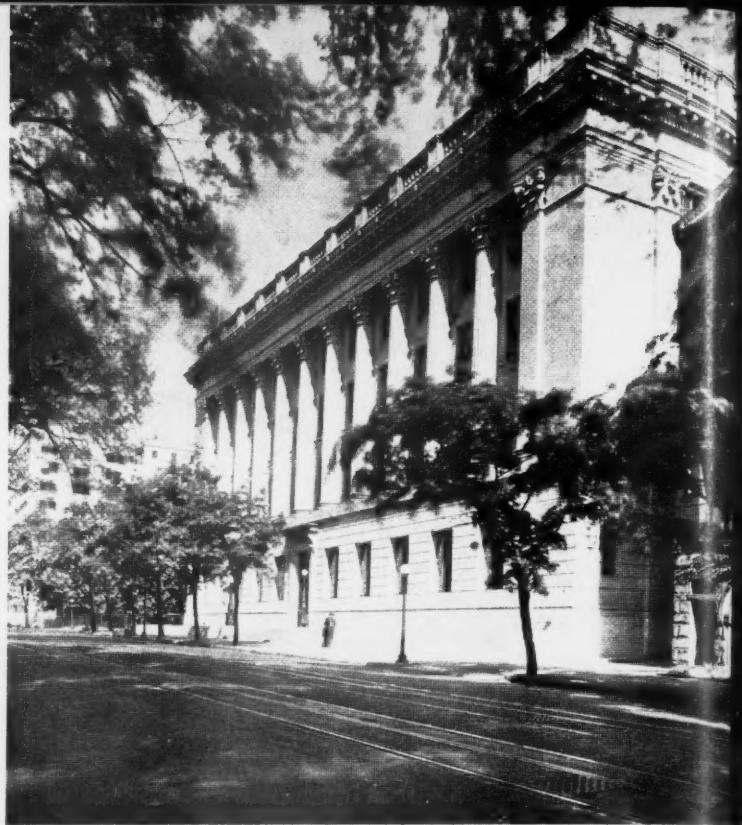
James S. Kemper
President

Mr. J. B. Adoue, President,
Dallas Chamber of Commerce,
Dallas, Texas

These three letters, from President Franklin D. Roosevelt, from President H. W. Prentis, Jr., of the National Association of Manufacturers, and from President James S. Kemper of the Chamber of Commerce of the United States, were read at the Dallas Chamber's annual membership rally December 3. They were among many letters and telegrams congratulating Dallas and the Chamber of Commerce.



Above: Cincinnati Union Terminal, Cincinnati
Below: Mitsui Bank, Tokyo, Japan



United States Chamber of Commerce, Washington, D. C.

Among Other Stewart Structures:

FEDERAL OFFICE BUILDING AND POST OFFICE
New York City

UNITED STATES COURT HOUSE
New York City

THE STATE BANK AND TRUST COMPANY
New York City

NEW YORK CENTRAL GENERAL OFFICE BUILDING
New York City

SIXTY WALL TOWER
New York City

NEW AMSTERDAM CASUALTY CO. OFFICE BLDG.
New York City

AMERICAN MUSEUM OF NATURAL HISTORY
New York City

NEW MADISON SQUARE GARDEN
New York City

**PENNSYLVANIA R. R. BROAD STREET STATION
OFFICE BUILDING**
Philadelphia, Pa.

UTAH STATE CAPITOL
Salt Lake City

OKLAHOMA STATE CAPITOL
Oklahoma City

IDAHO STATE CAPITOL
Boise

COURT HOUSE
San Diego, Texas

~ ~ ~ **And**
Now in

A RECORD WITHOUT PARALLEL in the construction industry is set forth in this partial list of Stewart Structures. The company represents nearly a century of sustained activity in a field which includes forty-one States, Canada, Great Britain, France, Russia, Japan, South America and the West Indies.

From monumental buildings requiring skill and workmanship of the highest degree to the erection of emergency structures within earshot of the guns of war, there is nothing of importance in the scope of a contractor's operations that is not included in the list.

The experience and resources accumulated during these many years

JAMES STEWART

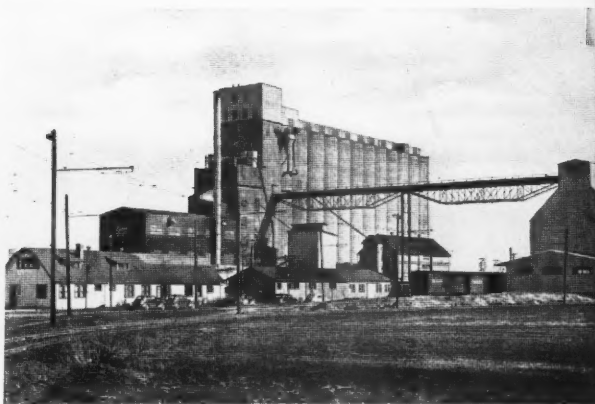
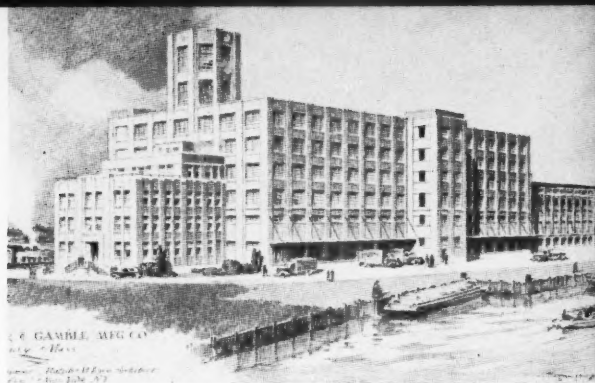
CONTRACTOR BUILDERS

NEW YORK

CHICAGO



Barnett National Bank, Jacksonville, Florida



Above: Procter & Gamble Co., Quincy, Mass.
Below: Spencer Kellogg & Sons, Inc., Decatur, Ill.

in Dallas ~ ~ ~

ry is years of sustained and widely varied activity enable the company
compar render services unique in the construction industry in being able
d which handle expeditiously and efficiently all types of structures with
Russian own personnel.

The company is indeed proud to have been designated as the
man's General Contractor for the construction of the new \$7,000,000.00
es with ant of North American Aviation, Inc. of Texas. With the impell-
ce in the need of the national defense program ever in mind, this first
the li our country's new aviation defense units will be rushed to com-
se ma tion at the earliest possible date.

R COMPANY, INC.

FACTORY BUILDERS

WASHINGTON

DALLAS

ESS SOUTHWEST BUSINESS • DECEMBER, 1940

Among Other Stewart Structures

HOME OWNERS' LOAN CORPORATION
Washington, D. C.

**LABOR AND INTERSTATE COMMERCE
COMMISSION BUILDING**
Washington, D. C.

FIRST NATIONAL BANK
Houston, Texas

HUMBLE OIL & REFINING CO. OFFICE BUILDING
Houston, Texas

MASONIC TEMPLE
New Orleans

UNIVERSITY OF MARYLAND
College Park, Md.

**GENERAL ELECTRIC CO. WAREHOUSE AND
OFFICE BUILDING**
Chicago, Ill.

BETHLEHEM STEEL COMPANY
Sparrows Point, Md.

KIECKHEFER CONTAINER COMPANY
Plymouth, N. C.

PRATT & WHITNEY MACHINE TOOL PLANT
West Hartford, Conn.

HANES HOSIERY MILLS CO. MFG. PLANT
Winston Salem, N. C.

STANDARD BRANDS, INC.
Pekin, Ill.

**COCA-COLA COMPANY WAREHOUSE AND
SYRUP MANUFACTURING PLANT**
Kearny, N. J.

Retail Sales Reflect Gain in Buying Power

Buying power of Mr. and Mrs. Average Texan—reflected in dollar sales of 94 department and apparel stores—is higher this year than last, University of Texas business statisticians have reported.

Sales for the first ten months of 1940 have been 3.9 per cent higher than during the same period of 1939, University Bureau of Business Research officials said.

In contrast to the usual seasonal gain, business at these stores in October declined 3.6 per cent from September trade, but remained 0.3 per cent above October a year ago.

Indices of sales by major cities were compiled by the bureau as follows:

Percentage Change in Dollar Sales				
	(1)	(2)	(3)	(4)
Abilene	5	+ 0.7	+ 2.0	+ 0.1
Amarillo	3	- 0.4	+ 1.1	+ 5.9
Austin	7	+ 1.7	- 1.7	- 0.7
Beaumont	4	+ 2.0	+ 0.4	+ 5.2
Cleburne	3	- 6.6	+ 6.5	- 1.1
Dallas	11	+ 1.1	- 1.0	+ 3.1
El Paso	4	- 1.8	- 8.5	- 1.3
Fort Worth	6	- 2.3	+ 4.6	+ 3.5
Galveston	3	- 9.5	- 7.8	+ 3.8
Houston	10	- 3.9	- 16.6	+ 3.6
Lubbock	3	+ 1.1	+ 19.0	+ 6.0
Port Arthur ...	3	- 10.5	+ 2.5	- 1.6
San Antonio....	8	+ 8.6	- 6.0	+ 12.1
Waco	5	+ 2.8	+ 4.2	+ 1.1
All others	19	+ 1.8	+ 2.0	+ 3.2
STATE	94	+ 0.3	- 3.6	+ 3.9

(1) Number of stores reporting.

(2) October, 1940, from October, 1939.

(3) October, 1940, from September, 1940.

(4) Year-to-date, 1940, from Year-to-date, 1939.

Oil Men and Farmers in Continuing Business Deal

Oil men and farmers are engaged in a continuing business deal which in the course of each year involves hundreds of millions of dollars. The oil men sell the farmer motor fuels and lubricants, insecticides, and many specialized farm products. At the same time they pay many farmers millions of dollars in rentals and royalties on oil-producing land rented from farm owners. In some cases the underground oil crops produce more cash income for the farmers than do surface crops.

The oil men also are among the farmers' best customers for farm products. One oil company recently announced, for instance, that in a year it buys \$400,000 worth of farm products for utilization in refining processes. Heading the list of purchases were tallows and tallow oils, which are used in compounding cylinder oils.

1941

will reward the Valiant

EVERY dependable source of business forecast points to good times for 1941. Those who plan intelligently and prepare now will profit most. Good printing is long range ammunition for increased business.

We do GOOD printing and offset
lithography. . . . Call us.

Robert Wilman's PRINTING

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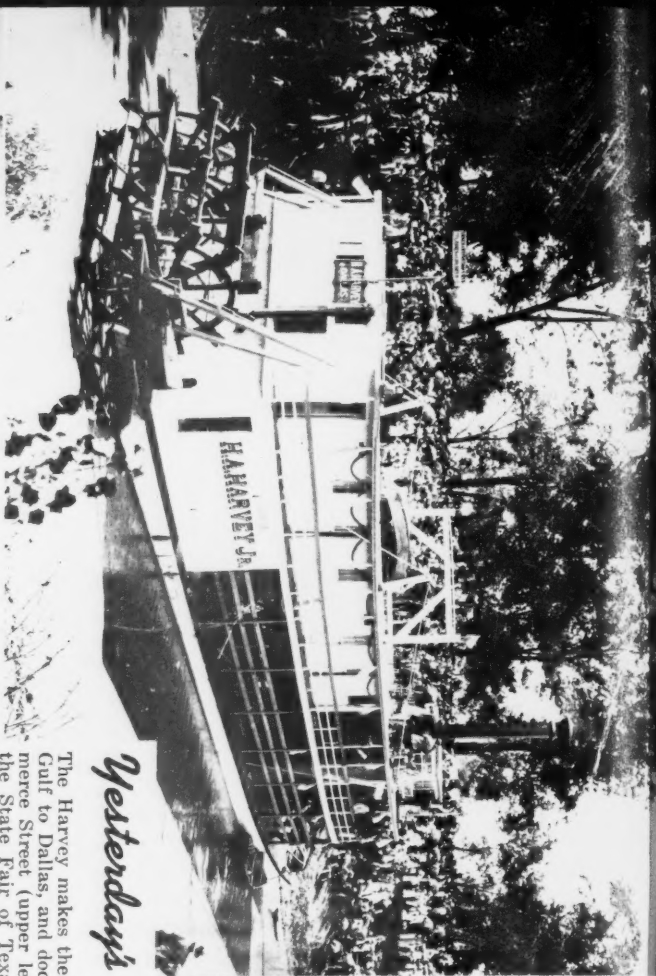




Today's Dallas

BY LOYD M. LONG





Yesterday's DALLAS

The Harvey makes the up-river trip from the Gulf to Dallas, and docks at the foot of Commerce Street (upper left); In 1912, as today, the State Fair of Texas was a monument to the enterprise and spirit of the people of Dallas (upper right); Elm at Ervay looked like this in 1900 (lower left); and John McCoy's home at Main and Lamar, in the 1850's, was the first house in Dallas which wasn't built of logs.

(Photos courtesy Dallas Historical Society).



Lithographed by Robert Wilman



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Asphalt Men to Talk Defense

THE significant role that asphalt and paving will play in highway and airport development for the national defense preparedness program will draw to Dallas a large force of high government officials and prominent Army officers, research and university authorities for the thirteenth National Asphalt Conference December 9 to 13, at the Adolphus Hotel.

A remarkable coordination of government, science and industry, to discuss the practical application of asphalt uses in defense, will be effectively demonstrated at the meeting. The United States Public Roads Administration, the Highway Research Board of the National Research Council, the Association of Asphalt Paving Technologists and the State Highway Department of Texas will cooperate with the Asphalt Institute in conducting the convention, which will be the biggest and most important the institute has ever held.

The War Department will be represented by members of its Corps of Engineers, a number of states will have representatives of their highway departments present, and many counties and cities will send delegations to study street and road building problems. The Civil Aeronautics Board, which is intensely interested in the use of asphalt in new airport construction throughout the nation, will have a number of representatives at the conference, as will the Works Progress Administration, the railroads and many of the largest contracting firms throughout the United States.

Patrick J. Hurley, former Secretary of War, will be the principal speaker, delivering the keynote address on "National Defense," Tuesday morning, December 10. The opening day, Monday, will be occupied with a morning business session for members only and a technical session in the afternoon. The remaining sessions will be open to the public and all interested are invited to attend.

Other distinguished speakers on the Tuesday morning program will be Major A. B. McMullen, chief of the airport section, Civil Aeronautics Administration, on "Airports and National Defense;" S. H. Singleton, chairman of the Oklahoma State Highway Commission; Mayor J. Woodall Rodgers of Dallas;

Brady Gentry, chairman of the Texas Highway Commission; J. S. Helm of New York City, president of the Asphalt



Capt. J. F. Lucey



J. S. Helm

Institute, and Gene Abson, Chicago, president of the Association of Asphalt Paving Technologists.

Thomas H. MacDonald, Commissioner of the U. S. Public Roads Administration will open the Tuesday afternoon session with a talk on "Adapting Our Highway System to National Defense." Col. Frank S. Besson, U. S. Army, Galveston, and Captain William C. Baker, Jr., U. S. Army, Fort Belvoir, Virginia, will discuss "Highway Requirements for Military Transport." Col. William N. Carey, chairman of the committee of military road construction and maintenance of the American Society of Civil Engineers, will speak on "Military Roads in Forward Areas."

Wednesday will be devoted to technical discussions of paving problems. In Thursday's meetings, use of asphalt paving in airport construction will be discussed. Speakers will include E. A. Willis, associate highway engineer, Public Roads Administration; Col. Robert S. Thomas, U. S. Army; Major John Berry, Commissioner of Airports; Major J. P. Hallihan, chief engineer, municipal section, W.P.A.; Roy W. Crum, director, Highway Research Board; and Lieut. Col. W. M. Hoge, U. S. Army.

The 2,000 delegates in attendance will have an opportunity to inspect Texas' highways and the largest oil field in the world on an excursion to Kilgore to visit the East Texas oil fields, on Friday morning. A golf tournament and barbecue are also scheduled.

Other social features of the week will be an informal reception and dance on the Adolphus roof garden Monday night; a Mexican entertainment in the Adolphus Danish Room Tuesday night; and a dinner dance and floor show in the Adolphus Century Room Thursday evening. Visiting ladies will be given a bridge luncheon Tuesday noon at the Dallas Athletic Club.

Captain J. F. Lucey is general chairman of arrangements for the five-day conference. Other committee chairmen are John G. Pew, entertainment; Captain Lucey, finance; North Bigbee, publicity; George N. Aldredge, golf; E. L. Smith, hotel reservations; Toddie Lee Wynne, reception; Clarence Norsworthy, transportation, and Mrs. J. F. Lucey, ladies' entertainment.

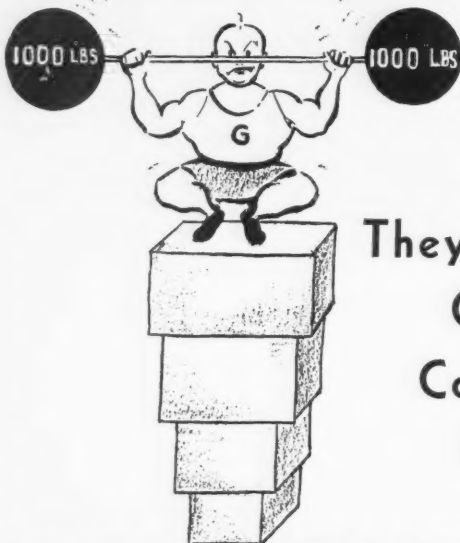
Texas Postal Receipts Up 15.7% in October

Post offices in Texas shouldered a heavier load in October as postal receipts climbed 15.7 per cent over September, the University of Texas Bureau of Business Research has announced.

Reports from 47 representative cities over the state showed that postal receipts increased 7.3 per cent over October, 1939. Dallas had a total of \$427,096 in October—\$147,048 more than the second city of the state.

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Dentists Design Office

An unique fairyland setting has been designed for the offices of two Dallas



dentists, Drs. Tom Connor and Lynn Stitt, in the Gulf States Building. The elevator reception lobby to the offices is a pleasantly-lighted, beautifully-decorated hallway in which the center of attraction is a tropical fish tank, designed by Dr. Connor in collaboration with Pierre Fontaine, director of the Dallas Aquarium. A short flight of steps leads up to an electric eye door, which is finished in hand-tooled and hand-upholstered leather. The reception room (above) is also distinctive, with wicker bamboo furniture and a striking Japanese mural on the wall. The offices were finished more plainly in walnut and leather. A rest room, a staff recreation room, a small business office, and a completely equipped laboratory complete the unusual suite of offices. "Our new offices in the Gulf States Building penthouse represent years of planning," Dr. Connor said. "We have tried to think of everything that would make a patient's stay with us pleasant and enjoyable rather than distasteful."

Building Permits Up

Spurting 53.6 per cent ahead of September's total, building permits issued in 39 major Texas cities climbed to \$11,510,253 during October, University of Texas business statisticians reported.

Much of the increase was due to \$4,256,434 worth of new construction authorized in Fort Worth.

The October permits were only 7.8 per cent higher than the total for October a year ago, University Bureau of Business Research records revealed.

New Mausoleum Completed

DIRECTORS of Crown Hill Memorial Park have announced that the Crown Hill Mausoleum, under construction since last March, will be completed and opened in December. The large mausoleum is on a large, parked tract at Lemmon Avenue just north of the Northwest Highway.

The Henger Construction Company of Dallas is the contractor on the mausoleum. Chas. W. Smith is the president of Crown Hill Memorial Park.

"The completion of Crown Hill Mausoleum will certainly add to the cultural and civic development of Dallas," Mr. Smith said. "It has been planned and constructed with two thoughts in mind: To erect as beautiful a structure as possible, and to erect as permanent a structure as the brains of modern engineering can devise. Monolithic concrete was the engineers' answer. While comparatively new to Texas, this type of construction dominates the field in Southern California, where beauty as well as earthquake-resistance is required.

Crown Hill Mausoleum is a single block of monolithic concrete. Every wall is internally knitted together with a network of steel, with no stones to loosen and fall—no bricks to crumble and decay. It is weather proof, wind proof, fire proof and earthquake proof. It is two-stories in height and more than one thousand crypts, all individually ventilated, including private rooms and columbariums. In every respect it affords the ultimate in interment—and in truth, is the combination of science, beauty and reverence.

"The interior of Crown Hill Mausoleum is covered with matched marbles, forming continuous patterns, with colors of the most exquisite to be found. The ceilings and corridors are beautifully decorated designings in pastel shades, and the windows depicting murals created in glass, rich in color, tell one continuous story in a series of eleven pictures. The entrance doors, stair-railings and columbariums are faced with decorated statuary bronze. Here one may sit and hear his own selection of songs floating slowly out, sung and played by the greatest artists of the age, on an instrument of world renown. This music is made possible by a special instrument installed for the first time, for this particular building; and a specially made

library of music fitting for the occasion. The building, of course, is non-sectarian and crypts are priced well within the reach of all."

"Directors of the park have made it possible to purchase crypt space in Crown Hill Mausoleum on the installment-payment plan. One may purchase out of income and have insurance protection, so that if any unforeseen adversity overtakes them, that not only his or her space is paid for, but a cash sum is provided for funeral expenses while purchase is being made over a period of sixteen months, all included in the crypt price ranging from \$250.00 each and up.

"In addition to the mausoleum, for those desiring ground burial, Crown Hill Memorial Park offers the underground 'mausoleum' to every one of its purchasers in its memorial park. With each interment right, Crown Hill Memorial Park carries with it, at no cost to the purchaser, an underground mausoleum. It gives unusual protection. The type of vault used is of monolithic concrete. A casket incased in this vault can not in any way be affected by any of the elements. Burial plots will be in size from two to twelve grave lots, properly separated and using only markers.

"Many fine old trees are already at Crown Hill Memorial Park and others will be planted, or transplanted, and an abundance of plants, flowers and shrubbery will be planted to make this a memorial garden spot in the Southwest.

"Money to preserve the beauty of Crown Hill Memorial Park will never be lacking and an irreducible trust fund is being amassed in one trust which will always provide for constant beautification of grounds, for the perpetual care of the mausoleum building; and for making the underground mausoleum vaults always available at no cost to the purchasers of space at Crown Hill Memorial Park.

"The owners of Crown Hill Mausoleum and Crown Hill Memorial Park contract with all purchasers that they will deposit in an irreducible trust fund (First National Bank in Dallas, Trustee) a sufficient amount from the sale price of all space sold to perpetually maintain it."

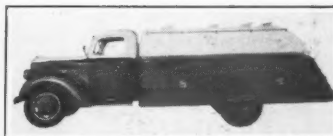


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Magazine Lauds Dallas Firm

THE Southwest and its vast natural gas service received national recognition in the November 7 issue of Gas Age magazine which devoted practically the entire issue to a salute for the Lone Star Gas System with headquarters in Dallas. Published in New York, the magazine circulates throughout Canada and the United States, being one of the leading gas publications in the country.

The issue traces the history and operations of the Lone Star System and its affiliated companies serving 300 towns and cities in Texas and Oklahoma—the Dallas Gas Company, Community Natural Gas Company, Texas Cities Gas Company, and Lone Star Gas Company. Numerous pictures of company executives living in Dallas, scenes along the pipe lines, in the various plants, and cities served by the system illustrate the articles. The issue depicts an airplane view of Dallas' sparkling skyline, and headquarters, shops and warehouse buildings of Lone Star Gas Company and Dallas Gas Company, interior of the Dallas Gas Company lobby, Trinity River gas measuring station near the Union Station, and gas service expansion activities in the Dallas area.

How the Lone Star System has contributed to the growth and development of the Southwest is shown in an article, "Pioneering Public Service," by D. A. Hulcy, president of the Lone Star Gas Corporation.

"The history of Lone Star Gas System, covering a period of thirty-one years, is dramatic and in many respects as great as the Lone Star State, Texas, from which it gets its name," the article says. "The growth and development of the system has gone hand in hand with the growth of the Southwest, and has made a substantial contribution to the development of the Southwest through its aid in bringing industries to this territory and making living more comfortable."

Trials and tribulations that beset the organization in its early days and the efforts that brought success and recognition as one of the nation's leading public service organizations are outlined in Mr. Hulcy's story.

"The history of Lone Star Gas System is divided into three periods," the article says. "The first, fifteen years of struggle to keep up with its market de-

mands, painfully hampered by the lack of gas; the second period from 1924 to 1930, of rapid market expansion based on an ample reserve and an acute desire of many cities and towns for gas service; and the third period in which it is now engaged with the rest of the industry, of bringing up its gas load by increasing utilization.

"Until 1924, through the hectic years of the World War, with their drastic effect on labor and the money market, the pipe line company struggled against great odds to build up its supply of gas to meet the growing demands. The science of conservation was almost unknown, and in some cases a reasonable reserve supply of natural gas would be quickly dissipated. Cold weather demands between 1915 and 1924 frequently found the company without sufficient gas to meet the needs of customers. On three separate occasions during that period Lone Star faced receivership proceedings in the courts because of its inability to furnish an adequate supply of gas.

"Pipe lines were built to new sources only to have the gas exhausted before the lines could be completed, or shortly afterward. In 1919 an 18-inch line 100 miles long was laid into the West Texas area, but before it could be completed, it was found that the gas had been dissipated. During the ensuing five years not enough gas was obtained from this source to pay operating expenses, not to mention taxes, investment return or depreciation.

API Says Oil Industry Meets All Defense Needs

"The petroleum industry will be functioning at wartime efficiency long before the nation's new defense program is completely organized," William R. Boyd, Jr., executive vice president of the American Petroleum Institute, New York, declared recently in a broadcast symposium on "Industry and National Defense" from New York.

Representatives of the advisory commission to the Council on National Defense and of many of America's leading industries made brief reports to a nation-wide radio audience of each industry's present state of preparedness.

Chamber Films Sound Movie on Dallas



"A Century of Achievement", the 25-minute movie which proved to be a "smash hit" at the Chamber of Commerce's annual membership rally, December 3, was produced by the Jamieson Film Co., and involved day and night work because of the limited time for the production. The film included historic photographs of Dallas, newsreel sequences of the 1920's from the Jamieson Film Company's negatives, and a number of new sequences which had to be made especially for the film. Hugh Jamieson and his staff worked in closest cooperation with the Chamber of Com-

merce staff in order to complete the movie for the annual meeting.

The Hudson Flying Service at the new Hudson Airport and Braniff Airways both cooperated with the Chamber of Commerce in the filming of the movie Mr. Jamieson, with his camera in his hand, is shown in the upper left photo, seated in a Hudson Flying Service Ship. The Hudson ship was furnished to the Chamber of Commerce to make aerial views of downtown Dallas.

In the upper right photo, Capt. Ray Schrader of Braniff Airways is shown as he prepared to pilot the camera crew

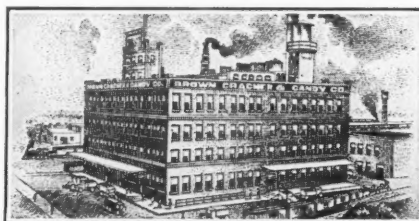
over the North American Aviation factory site for aerial movies of construction there, and over other sections of the city for new shots to be included in the movie.

Since the movie had its premiere at the Chamber's annual meeting, a number of requests have been received from luncheon clubs, schools and other organizations for special screenings of "A Century of Achievement." The Chamber of Commerce is glad to show the film to any commercial or civil group.

Chip Steak Co. Expands Capacity Three-Fold

The Chip Steak Co., 1110 Wood Street, is completing an expansion program increasing its capacity three-fold. T. N. Britton, owner, established the company last January. He said the quick acceptance of his product, both by housewives and cafe and restaurant owners, had made the expansion necessary.

Mr. Britton described the process of making chip steaks: Carefully selected beef is trimmed of all excess fat, bone, gristle and muscle tissue. The meat is then molded into loaves and placed in a sub-zero refrigeration room for 24 hours. It is then removed to another room where, at 28 degrees, it is brought to the correct temperature for thin slicing. The loaves are sliced paper thin, six slices making one unit of steak. Because of their preparation, they need be cooked only 45 seconds on each side, or slightly longer if they are cooked in a batter.



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Coats Off to the Future!

(Continued from Page 16)

the Tuesday meeting is any criterion, we have the spirit. Let's go!"

The Times Herald wrote:

"THE MOTION PICTURE of the progress of this city during its first century, exhibited at the annual banquet of the Dallas Chamber of Commerce, is a fine example of the most up-to-date method of teaching history.

"The film, prepared by Bob Bourdene and Andrew DeShong, of the Chamber

(Continued on Page 27)



Jake L. Harmon



Roland Baird



D. A. Hulcy



F. O. Burns



Jack Pew



W. D. Felder



E. P. Simmons

Coats Off to the Future!

(Continued from Page 26)

of Commerce staff, with Hal Thompson as narrator, is one that every resident of Dallas should see.

"As the film covers a period of one hundred years, only the last few decades could be shown in motion pictures, but the technicians have used old photographs with remarkable skill.

"Many books have been written to explain the growth of cities, but it is impossible to make a written text, even when accompanied by pictures, as vivid and as interesting as a motion picture of this kind. This film merits exhibition in every Dallas school.

"No one production of this kind can show every phase of the progress of Dallas, although this effort almost achieves such a goal. But the Chamber of Commerce has set an example that other producers may follow while Dallas is observing its centennial in 1941."

New Car Sales in Texas Gain 17.6 Per Cent

Despite the usual September lull, Texas automotive dealers pushed new passenger car sales for the first nine months this year 17.6 per cent above those of the corresponding 1939 period, University of Texas statisticians reveal.

Reports to the University's Bureau of Business Research from eighteen Texas counties show a total of 4,129 September registrations of new automobiles, a 12.4 per cent increase over September, 1939, but down 23.7 per cent from the preceding month.

Registrations by counties were as follows:

County	Passenger Cars		
	Sept., 1940	Sept., 1939	Per Cent Change
Bexar	452	396	14.1
Dallas	859	748	14.8
El Paso	193	180	7.2
Galveston	133	125	6.4
Grayson	70	87*	-19.5
Gregg	174	98	77.6
Harris	1,002	912	9.9
Jefferson	187	206	- 9.2
Lubbock	93	96	- 3.1
McLennan	84	96	-12.5
Nueces	218	184	18.5
Potter	103	97	6.2
Smith	100	92	8.7
Tarrant	334	316	5.7
Taylor	75	97*	-22.7
Tom Green	83	72	15.3
Travis	142	115	23.5
Wichita	159	146	8.9

*August, 1940.

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HOTELS**

MAXIMUM SERVICE

MINIMUM COST

Transportation Hub

(Continued from Page 11)

few years, the Chicago, Rock Island and Gulf Railroad in 1903, and the Trinity and Brazos Valley Railroad in 1907. The Fort Worth and Denver City extended its lines from Fort Worth in 1925, and the city was provided with freight service over the Louisiana, Arkansas & Texas in 1931, when its trains entered Dallas over the M. K. & T. tracks from Farmersville. Since 1937 the company has been using the Santa Fe tracks.

Up to 1916 Dallas had five separate railway stations, but in that year the present Union Terminal Station, was opened and it is now used by the eight trunk line railroads serving the city. The building of the Union Terminal was required by a state law passed in 1909 and crowned several years of negotiations between the railroads and Dallas business interests. Its actual construction occupied more than two years, from January, 1914, to October, 1916, and the total cost including land purchases, track relaying, construction of express and auxiliary buildings, and the installation of signaling and switching systems, was \$6,500,000.

Electric interurban lines became popular for short distance freight and passenger transportation soon after the turn of the century. For a time they flourished, and Dallas became the interurban center of North Texas, but during the past decade some of the lines have gradually been forced to discontinue operation by the competition from motor trucks and buses. The Dallas-Fort Worth interurban line was constructed by the Northern Texas Traction Company in 1902 and maintained hourly service between the two cities for thirty years. A second line was opened between Dallas and Sherman by the Texas Traction Company in 1908, and a third put into operation from Dallas to Waco and Corsicana by the Southern Traction Company in 1912. Service to Terrell and Denton was commenced by the Dallas Railway and Terminal Company in the early 1920's. The only interurban line now operating out of the city is the Texas Electric Railway Company, which maintains limited freight and passenger service north to Sherman and Denison and south to Waco. Service to Corsicana was discontinued in October, 1940, because of decreased revenues.

Although organized motor bus and motor bus and regular long-distance

motor freight lines did not appear until June 1, 1928, when rules and regulations governing their operation were adopted by the Railroad Commission of Texas, Dallas became motor-minded soon after 1900, and by the end of the first decade of the century the automobile had become a factor to be reckoned with in local transportation. The first motor vehicle to appear on the streets of Dallas was owned by Col. E. H. R. Green who entered the city from Terrell in 1899 at the speed of twelve miles an hour, leaving a trail of runaway horse wreckage and damage suits in his wake. White Steamers, Pope-Toledos, and other popular automobiles of the day followed, and Jesse Illingsworth, Colonel Green's driver, in partnership with Henry Garrett, soon opened a garage where the Adolphus Annex now is. By 1912 Dallas, with 2,944 motor vehicles on its streets, claimed more automobiles in proportion to its population than any other city in the country. With 420 miles of improved roads, Dallas County also claimed the finest highway system in the South. During the war years the "jitneys" gave the streetcars serious competition. After the World War construction of highways proceeded rapidly all over Texas and the Southwest, and by the mid-twenties a new era in transportation had arrived. In 1939 there were seven bus lines and forty motor truck lines operating out of the city.

Dallas first witnessed human flight when a Professor Wallace made a balloon ascension here in April, 1861. Frank Carroll was the first Dallasite to experiment with heavier-than-air machines. As early as 1893 he studied the principles of aeronautics by watching captive buzzards, and in 1904 built an airplane which he asserted made several flights. Later he built planes and invented retractable landing gear and various other flying devices on which he received patents.

The thrill-seeking Colonel Green is credited with having brought the first commercially made plane, a Wright Brothers model, to this region in 1909, but this plane was not exhibited in Dallas and the general public did not have an opportunity to see a heavier-than-air machine in action until February, 1910, when the Chamber of Commerce sponsored a flying meet at which Otto Brodie exhibited a Curtiss biplane, weighing 400 pounds, and having a length of 26

feet; it was powered by a four-cylinder gas engine, and mounted on three bicycle wheels. In the meantime, however, the city had already been treated to the spectacle of two dirigible flights, one in 1908 and another in 1909.

Morris Titterington, a local youth, was sent to England during the World War by the Sperry Gyroscope Company, and he devised a stabilizer to prevent planes from turning over in the air, the earth-induction compass that made possible Lindbergh's trans-Atlantic flight, and other important safety aids. Other Dallas air pioneers were Lester Miller, who flew from Dallas to Fort Worth on January 8, 1917, in 37 minutes, and Captain William Erwin, who died during an attempt to fly from Oakland, California, to Honolulu in the *Spirit of Dallas* for a \$25,000 purse. Gen. William Mitchell said Erwin was the best American pilot serving in France during the World War.

A training field for army flyers was established at Love Field January 24, 1917, and after the Armistice 167 acres were retained as an airport. The United States Army retained a base here, and the remaining hangars were bought by private operators. In 1927 the city bought the landing field from the Love Field Company for \$325,000 and in 1931 bought approximately 90 acres more, installing the present runways and lighting system shortly afterward. Today Love Field is one of the largest municipal airports in America.

The first Dallas air-mail plane, belonging to the National Air Transport Company and piloted by Herbert L. Kindred, left for Chicago, May 12, 1926. Passenger service to Houston and San Antonio was inaugurated two years later, in July, 1928. Numerous local air transport companies were formed within the next few years, and there were as many mergers and eliminations in the struggle for mail contracts and the growing air passenger business. The stabilization of the air transport industry after the readjustment of air mail contracts in 1934 left Dallas with three major air lines and overnight mail and passenger service to almost any point on the North American continent. Since Glenn H. Curtiss appeared here in 1910 and predicted the future commercial value of the airplane, the city has been visited by many famous flyers including Col. Charles A. Lindbergh in 1927, Capts. Dieudonne Coste and Maurice Bellonte, who flew from Paris to Dallas with only one stop in 1930, and Douglas (Wrong-Way) Corrigan in 1938.

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The one transportation field that Dallas has not successfully conquered has been that of water shipping, and that has been through no lack of faith and perseverance on the part of its citizens. The first settlers came here on the generally accepted premise of a navigable Trinity. Dallas was settled at the height of the steamboat era, and the claims of direct water communication with the Gulf of Mexico might at first glance be put down as a mere advertising hoax of Peter's Colony promoters; but the agents of the company were apparently themselves deceived in many instances. John C. McCoy, their first field representative, expected to come up the river from Houston by boat.

The first recorded attempt to prove the navigability of the Trinity was made during a flood in the spring of 1843, when an old frontier tramp by the name of Smith set out for the Gulf ports in search of better pickings in a homemade canoe hollowed out of an ash log. He was never heard of again.

As early as 1849 John Neely Bryan, John M. Crockett, and the Rev. James A. Smith attended a convention in Huntsville to consider river improvements, and in 1852 the pioneer merchant, J. W. Smith, with the early saloon keeper, Adam Haught, as his navigator, laboriously made a trip down the river as far as Porter's Bluff, 40 miles from Dallas, on a flatboat loaded with cotton and cowhides. In 1853 army engineers declared the Trinity to be "the deepest and least obstructed river in Texas," and there was some navigation of the lower river from Galveston to Porter's Bluff before the Civil War, but with the outbreak of hostilities this ceased.

Setting out in April, 1867, *Job Boat, No. 1*, a 60-foot stern-wheeler piloted by James McGarvey, captain and part owner, actually made the round trip from Galveston to Dallas, docking at the foot of Commerce Street, May 1, 1868. The voyage up the river consumed exactly a year and four days, and in recognition of his feat the stout-hearted navigator was given several Dallas town lots and a cash bonus of \$500, in addition to the \$15,000 the counties of Dallas and Kaufman had previously agreed to pay him if he succeeded in making the trip. McGarvey returned to Galveston without mishap, but when *Job Boat, No. 1* made a second attempt to ascend the river, it struck a snag and sank near Porter's Bluff. A like fate also overtook the *Sallie Haynes*, a locally built 87-foot steamboat

christened for the reigning belle of Dallas and launched on May 18, 1868.

The Trinity River Navigation Company, with headquarters at Liberty was incorporated in 1871, and within the next few years the channel was cleared as far up as Magnolia. The arrival of the railroads largely diverted interests from river transportation, and a bill introduced by Col. A. T. Raney in 1880 to give any company that would undertake to make the Trinity navigable four sections of land for each mile cleared was greeted with the derisive suggestion that half the land thus appropriated be used to drill artesian wells to furnish the necessary water.

Beginning in the early 1890's and extending up to the World War there was a determined and sustained effort to demonstrate the navigability of the Trinity and bring to Dallas the advantage of low water freight rates. The Trinity River Navigation and Improvement Company was formed in 1892, and acquired two vessels—the *Dallas*, a locally constructed snag-pulling boat costing \$10,000, and the *H. A. Harvey, Jr.*, built in New Orleans, with a tonnage of 59.96 and a passenger capacity of 150. The latter, piloted by Capt. J. W. Rodgers, left Galveston on March 14, 1893, and arrived in Dallas on May 20. Both boats for several years made pleasure trips between Dallas and McCommas' Bluff, 13 miles downstream, where a temporary dam was constructed.

Meanwhile every effort was made to secure aid from the Federal government, with Col. Robert E. Cowart and Commodore S. W. S. Duncan representing the Trinity channel improvement group in Washington for many years. Congress made appropriations of several thousand dollars during the early 1890's and another appropriation of \$7,000 in 1899 to survey the Trinity from Galveston to Dallas. In 1902 a sum of \$400,000 was appropriated and during the next 20 years several million dollars were spent constructing locks and dams below Dallas. A congressional committee made an inspection tour in 1904, and several small steamboats were in operation on the river during this period. In 1905 Dallas citizens contributed \$66,000 for the construction of a dam at Parsons' Slough, 26 miles below the city, and, in all, nine locks and dams were built. For a time the dream of a navigable river seemed near realization, but the war interrupted operations, and although new navigation companies were formed in 1916 and 1920, the whole project was

(Continued on Page 33)

American Airlines Plans Dallas-Mexico Service

Air transportation in North America received further impetus when the National Government of Mexico announced recently that American Airlines, Inc., has been granted a permit to operate an international air transport service between Dallas-Fort Worth and Mexico City, via Monterrey, and between El Paso and Mexico City, also via Monterrey.

American Airlines will inaugurate this service just as soon as approval has been obtained from the Civil Aeronautics Board of the United States. The airline's application is now on file with this board in Washington.

C. R. Smith, President of American Airlines, announced that his company proposes to operate through planes from Boston, New York, Washington and other cities on the Eastern seaboard to Dallas, Monterrey and Mexico City, affording for the first time through air service without change of planes from the United States' east coast to the principal cities of Mexico.

The western section of the new route, when established will permit fast, convenient service from Los Angeles, Tucson, Phoenix and El Paso to Mexico.

"Operation of the first through air service between Mexico and major cities of the United States should prove of inestimable value, not only to Texas and the Southwest, but to all other sections of the United States and Mexico as well," Mr. Smith said.

"Through air transportation between Mexico and the United States along the routes which American proposes to operate will further stimulate the cultural and commercial relations between these two nations. Each year the number of citizens of both countries who cross the border for business reasons or for vacation trips is increasing. Many of these travelers as well as hundreds of others who will join their ranks in the future will want to take advantage of the faster transportation afforded by through air service.

"Monterrey and Mexico City have become meccas for American tourists and this tourist travel to and from Mexico should be materially stimulated by the convenience of air transportation over this new route. For example, Monterrey, the second largest city in Mexico and the center of many Mexican industrial enterprises, will have air service for the first time through operation of the proposed new route," Mr. Smith said.

Adams Makes Appeal for Crippled Children



Nathan Adams

For the seventh time, Nathan Adams, Dallas banker and philanthropist, is making a Christmas appeal in behalf of the patients at the Texas Scottish Rite hospital for Crippled Children. Mr. Adams this month is writing personal letters to his friends throughout the state asking them to support this institution which has done so much toward restoring crippled children to health and normal activity.

During the past 17 years, the Texas Scottish Rite Hospital for Crippled Children has treated 30,154 children. Of these 10,111 have been hospitalized during periods averaging about a month. The other thousands have been treated over periods necessary at the hospital clinic. There are 63 children in the hospital wards this month and there is always a long waiting list. Each year sees a substantial increase in the number treated. Children are received at the Scottish Rite Hospital free of all charge, the only proviso being that their families are not able to afford private treatment. They come from all parts of Texas and are received without distinction as to race, creed or nationality.

The annual Christmas appeals of Mr. Adams, to which his friends have generously responded, have enabled the hospital to open a second wing and to establish a workshop for the manufacture of braces and appliances to correct and straighten the limbs of little patients. Many of the children treated at

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the hospital are suffering from the after effects of infantile paralysis. The institution has been commissioned by the National Foundation for Infantile Paralysis to aid in the nation-wide research to combat this disease. Hundreds of young Texas men and women, who would otherwise have gone through life as cripples, are now earning their own livings and are valuable citizens as the result of help and treatment extended by the Texas Scottish Rite Hospital for Crippled Children.

Dallas Insurance Agency Reports Big 1940 Gains



E. F. White

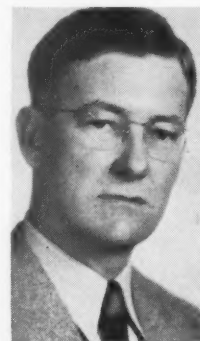
E. F. White, general agent in Dallas for the Connecticut Mutual Life Insurance Co., is shown holding a trophy won by his agency for the best all-round performance in a recently conducted company production campaign. Mr. White said the Dallas agency is leading all 71 agencies of the Connecticut Mutual in net gain in insurance in force for the first ten months of 1940. He said it also leads all agencies of the company in the paid production for men in their first and second year under contract. The agency reported it is 25 percent ahead of its business for the same period of 1939. It is considered a strong contender for the Connecticut Mutual's President's Trophy for 1940.

German Military Roads Overrated, Official Says

Thomas H. MacDonald, U. S. Commissioner of Public Roads, has warned American highway officials against hasty conclusions that Germany's widely publicized system of highways, known as Autobahnen, are the perfect example for this nation to follow in planning its defense highways.

Lawyers Title of Texas Names Odeneal President

W. Clyde Odeneal was recently elected president of the Lawyers Title of Texas, Inc., 1107 Main Street, and was also appointed state manager for Lawyers Title Insurance Corporation of Richmond, Va., of which Lawyers Title of Texas, Inc., is general agent.



Mr. Odeneal attended Dallas public schools. Upon completion of his studies in local law offices and at Cumberland University, he was admitted to the bar in 1920. He was engaged in legal practice, and was associated with title insurance business, for a number of years. He was also attorney for mortgage loan companies in Dallas and Houston, and more recently was with the Federal Land Bank and then the Guardian Trust Co., both of Houston.

Lawyers Title operates in 23 states, and has 21 offices of issue in Texas. It also has 120 abstract company connections in Texas, and is equipped for expeditious title service in any part of the state, Mr. Odeneal said. The law firm of Clark and Rice, Dallas, is retained as general counsel in Texas.

94 New Texas Firms Chartered in October

A total of 94 new firms appeared on the Texas business scene—under corporation charters from the Secretary of State's office—during October, representing an investment of \$1,171,000, University of Texas business statisticians report.

Both number and capitalization of new firms fell below October, 1939, when 113 establishments capitalized at a total of \$1,334,000 were chartered, the University's Bureau of Business Research survey revealed.

This number was ten more than were authorized during September, though total capitalization declined 10.6 percent.

Merchandising concerns accounted for a third of the new firms, 32 being given charters, as compared with 25 in September.

Gasoline Consumption Gains Ten Per Cent

Consumption of petroleum products in the United States in 1940 will average about 425 gallons for every man, woman and child in the country, nearly a 10 per cent increase over 1939, if the rate of domestic consumption since the first of the year continues.

Oil men expect that the demand for motor fuel, kerosine, heating oil, fuel oil, and the other products of the petroleum industry will set new all-time records in 1940. For the first seven months of the year the industry supplied these products to consumers at the rate of more than 150,000,000 gallons a day.

This consumption rate means that 150,000,000 gallons of crude oil must be moved to refineries every day, the same amount run through the refineries, a third similar batch moved from refineries to bulk terminals, a fourth transported from bulk terminals to service stations and consumers. In all probability, every day, 600,000,000 gallons of crude oil and petroleum products are on the move somewhere. This is in addition to the export demand which, although materially curtailed this year, still has averaged 16,000,000 gallons a day.

Power Consumption Drops

Despite a 7.7 per cent decline in industrial plants' use of electric power, total Texas consumption in October remained about the same as in October last year, University of Texas business statisticians report.

Commercial, residential and other users increased their consumption over that of October a year ago, but all types of users consumed less power than in September of this year to cause a drop of 7.3 per cent in total consumption. The declines from September ranged from 13.8 per cent in commercial use to only 2.5 per cent for industrial purposes.

Transportation Hub

(Continued from Page 30)

abandoned in 1921. It was not revived until 1930, when the Dallas and Fort Worth Chambers of Commerce formed the Trinity River Canal Association, which has since been reorganized as the Trinity Improvement Association, with a program embracing soil conservation, flood control and wild life preservation as well as navigation.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933

of Southwest Business, published monthly at Dallas, Texas, for October 1, 1940.

State of Texas, County of Dallas, ss.

Before me, a Notary Public in and for the state and county aforesaid, personally appeared Earl Y. Bateman, who having been duly sworn according to law, deposes and says that he is the business manager of the Southwest Business and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

NAME OF
Publisher, Dallas Chamber of Commerce
Editor, Andrew DeShong
Business Manager, Earl Y. Bateman

POST OFFICE ADDRESS
Dallas, Texas
Dallas, Texas
Dallas, Texas

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

OWNER: Chamber of Commerce, Dallas, Texas.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

NONE.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustee, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is not required. (This information is required from daily publications only.)

EARL Y. BATEMAN, Business Manager.

(Signature of editor, publisher, business manager, or owner.)

Sworn to and subscribed before me this 22nd day of September, 1940.

(SEAL)

M. E. POWERS, Notary Public.
(My commission expires June, 1941.)

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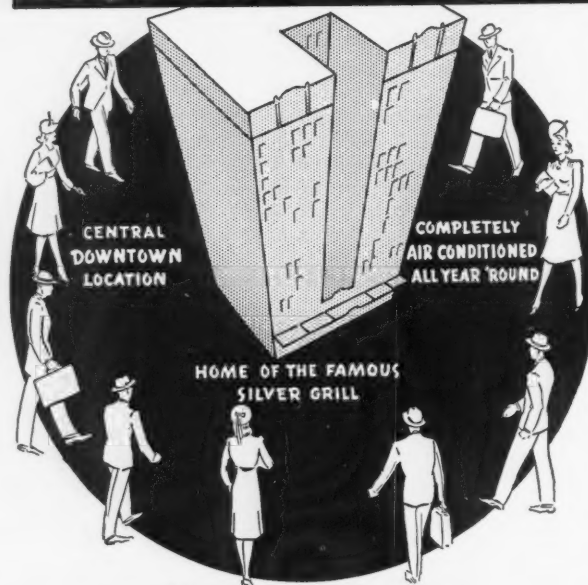
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Texiana Shop Features Indigenous Designs

William Parker McFadden recently established The Texiana Shop on the lobby floor of the Baker Hotel, to feature gifts, decorative accessories and jewels typical of and inspired by Texas.

"With European imports cut off, much has been said about the need for American designers to develop their own sources of inspiration, and to carry out these ideas through native craftsmen," Mr. McFadden said. "This shop was planned as a distinctive contribution to this movement."

Miss Joan Lloyd is associated with The Texiana Shop, designing jewelry and accessories of indigenous inspiration.

Colors, designs and materials native to Texas are used in the shop's products. Glassware and table linens are decorated with designs of cactus, pine cones, bluebonnets and other native plants. Hand-blocked cocktail napkins are decorated with Texas wildflowers. Old Texas cattle brands are burned into leather smoking accessories. The interesting leather tooling of the cowboy's saddle is employed in many ways on decorative accessories and gifts, such as lamp bases and cigaret cases. Sleek, brown and white spotted steerhide is used for lamp shades, to cover boxes, and for cigaret cases and compacts.

"Our colors are inspired by a collection of striking Texas soil colors which I have been making for many years," Mr. McFadden said. "From Palo Duro canyon comes Palo Duro pink; from the sandy banks of the Brazos River comes Brazos River red. Other colors from native flora are sagebrush green, pine bark brown, etc. For a carved lamp base of cactus design, mesquite wood has been used, while small boxes and smoking accessories are made from other native woods such as ash, agarita and cedar."

Dallas Firms Build U. S. Army Plants

Two Dallas construction firms last month received important contracts from the U. S. army. Ben Sira and Co. and W. H. Reeves received a \$163,900 contract for construction of temporary housing at Fort Clark, Spofford, Kinney County. P. O'B. Montgomery was awarded a \$178,500 contract for hospital buildings at Ellington Field, near Houston.

Cotton Bowl Gets Headline Game

(Continued from Page 12)

invitations to other bowl games in order to accept the Cotton Bowl bids.

Operation of the Cotton Bowl as a conference-sponsored game was made possible late in 1939, when a group of Dallas business men purchased the interests of J. Curtis Sanford, originator of the New Year's Day game in Dallas, and surrendered them to the Southwest Conference. The Cotton Bowl Association was organized, composed of representatives from all of the conference schools, and the conference gave its official endorsement to the game.

"Dallas is on its good behavior for the New Year's Day spectacle," Mr. Rogers said. "This is an unusual opportunity for our city. We carry the obligations of hosts, not only to the entire Southwest Conference and the people of the Southwest whom this conference represents, but also to a great visiting team from a distant section of the country.

"The Southwest Conference, the sports

writers from New York and other Eastern cities, and the entire nation's sports followers will be watching to see how Dallas fulfills its obligations as host at this first conference-sponsored Cotton Bowl game.

"Dallas people should remember that the tickets to the Cotton Bowl must be made available to the host team and its supporters, and to the visiting team and its supporters. They should remember that the Cotton Bowl's ticket sales must be a matter of first come, first served after the reservations of the two schools have been filled. And they should remember that end-zone seats are desirable vantage points from which to witness the game. In fact, many football fans in other sections of the country demand end zone seats. Certainly, we cannot accommodate everyone on the fifty-yard line."

The price schedule for the 45,507 Cotton Bowl tickets is as follows:

Box Seats, 1,496—\$5.50 each.

Between the 20-yard lines, 7,838 seats—\$4.40 each.

Between the 20-yard lines and the

ends of the playing field, 16,128 seats—\$3.30 each.

Behind the end zones, 20,045 seats—\$2.20 each.

All seats will be reserved. Within three days after the Rams' acceptance of the invitation to play in the Cotton Bowl as visiting team, before the Aggies' designation as host team, and even before the price schedule had been fixed, the Cotton Bowl's reservations list had passed the 6,000 total.

In its ticket sales policy, the Cotton Bowl Association is following the established policy of Pasadena's Rose Bowl of making available first the tickets requested by the participating schools, and then of accepting reservations from the general public in the order in which they are received.

James H. Stewart is director-general of the game. The executive committee is composed of: Dan D. Rogers, James H. Stewart, T. H. Barton, Joe Utay, Dr. Gaylord Johnson, Dr. Henry Trantham, Fred F. Florence and Jake L. Hamon.

Directors are: Lutchter Stark, Orange; J. R. Parten, Houston; Harold Byrd, Dallas; T. H. Barton, El Dorado, Ark.;

(Continued on Page 36)

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Braniff Places \$750,000 New Equipment Order

T. E. Braniff, Oklahoma City, president of Braniff Airways, has announced that an order for new flight equipment, in the amount of approximately \$750,000, has been placed with the Douglas Aircraft Company of Santa Monica, California. Braniff has operating headquarters in Dallas.

The order is for six additional Douglas DC-3's, seating 21 passengers and powered with two Wright G-102-A engines developing 2200 horsepower. The new airliners are scheduled for delivery on May 19, 21, 23, 26, 28 and 29, 1941.

This will increase the Braniff fleet to 21 ships. The airline is currently operating a fleet of eight 21-passenger DC-3's, six 14-passenger DC-2's and one Stinson "Flying Laboratory" for pilot training purposes.

Interior decorations of the new ships will be identical to the unique design of the airline's present fleet of DC-3's, created by Miss Jeanne Braniff, daughter of the president. The Braniff fleet features photo-murals on the forward cabin wall; bright, scientifically-blended colors in the seat upholstery, fabric-covered walls, curtains and carpeting; and blonde primavera wood wainscoting.

Mr. Braniff stated that the additional fleet of DC-3's will be needed by spring.

Leopold Named Manager of Insurance Service

Joseph F. Leopold, former supervisor of public utilities for the City of Dallas, and prior to that Southwestern district manager of the U. S. Chamber of Commerce,

has been named secretary-manager of the American Lawyers' Insurance Service, D. T. Mason, president, announced.

The American Lawyers' Insurance Service is a non-profit organization and membership is by invitation only. The organization recently voted to move its headquarters from Los Angeles to Dallas, and is now located in the Liberty Bank Building.

Mr. Leopold is a member of the bar of Ohio, and has had more than 20 years' experience in organization work.

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NEW

EXPENDITURE OF an additional \$4,254,000 with Dallas transportation companies . . . new revenue for railroads, trucks, airlines.

EXPLANATION: These hypothetical results of Dallas' 1940 progress are obtained by application of a formula developed by the Chamber of Commerce of the United States as the result of studies in a number of typical industrial communities. If Dallas' 1940 industrial progress results in only half the indicated total expansions in population and buying power of Dallas, they will, when all these plants are in full operation, make tomorrow's new and greater Dallas the Southwest's leader in population, payrolls, spendable income and retail sales.



Merry Christmas

Merry Christmas and a Happy New Year

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